

Congratulations! You passed!

TO PASS 80% or higher

Keep Learning

GRADE
100%

Why targeting ads is like the movie "Groundhog Day"

TOTAL POINTS 1

1. We covered a case study depicting modeling efforts that resulted in "a 3.6% increase in revenue, amounting to \$1 million every 19 months." This is an example of what? Select all that apply. 1 / 1 point

☐ How profit is not always in line with model performance.

☐ Under-performing models

☒ A skunk with bling.

✓ Correct

Deployment of a predictive model that leads to a small revenue improvement can still amount to something substantial.

☒ The potential value of predictive analytics.

✓ Correct

Deployment of a predictive model that leads to a small revenue improvement can still amount to something substantial.