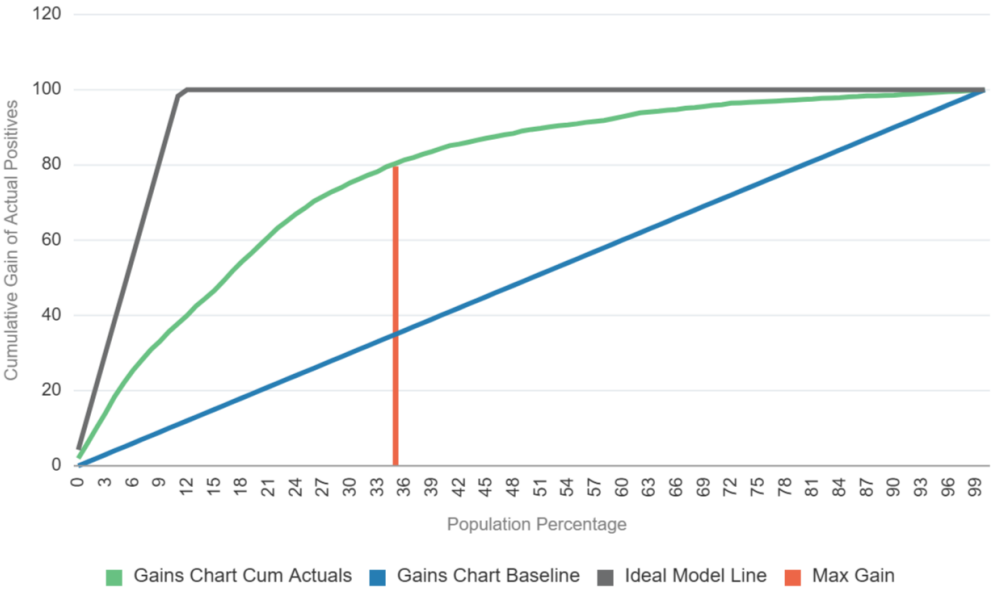## Canvas 1

Evaluate performance of ML Models using Cumulative Gains and Lift Charts: These charts depict performance of a Machine Learning model in predicting effectiveness of a Bank Marketing Campaign using Lift and Cumulative Gains Charts. Model with greater area between Cumulative Actuals curve and Baseline is more effective in identifying larger portion of subscribers by selecting relatively smaller portion of total population.

Cumulative Gains Chart

Lift Chart