

Relatório – PoC NBO/NBA (V4)

Relatório gerado a partir das saídas do pipeline V4.

Métricas

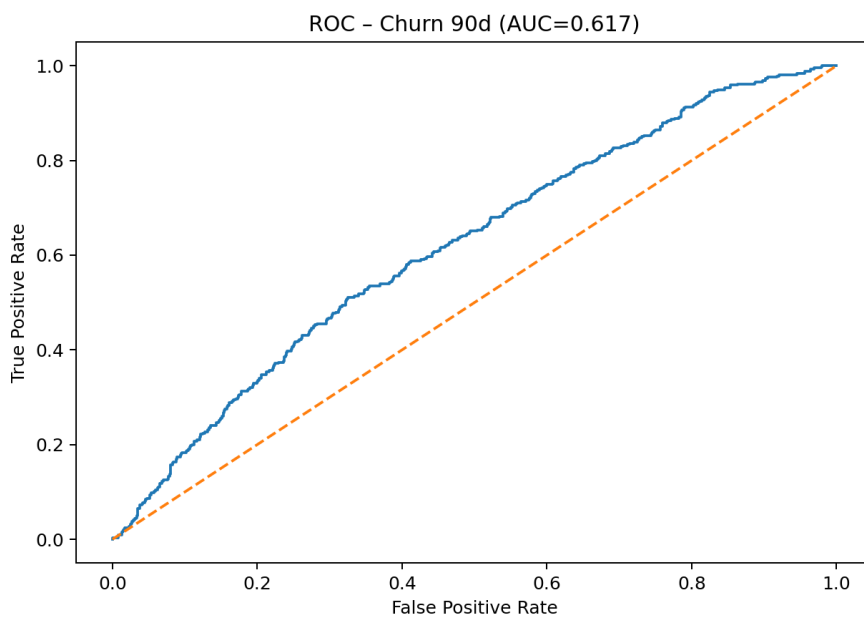
Cutoff: 2025-06-30 | Treino: 5928 | Teste: 2072

Churn: AUC=0.617

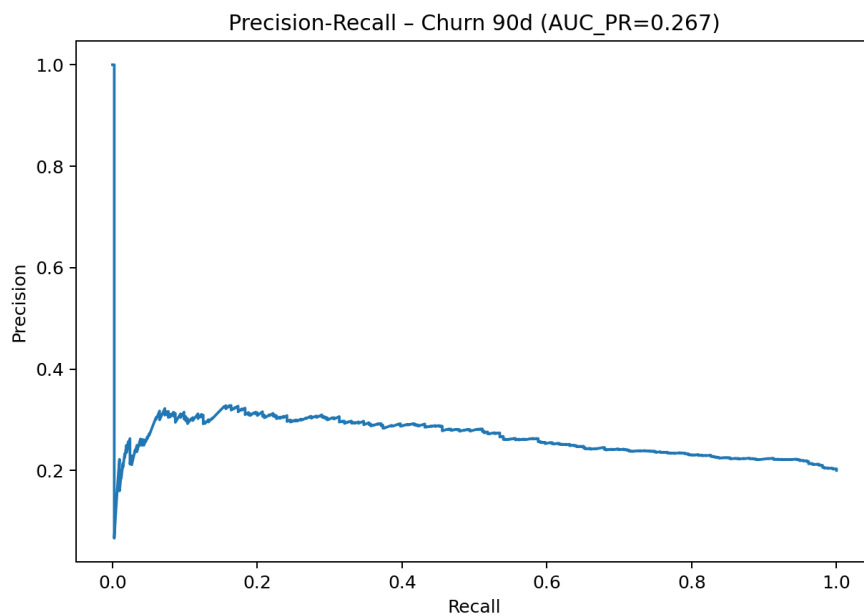
Conversão: AUC=0.568

LTV: RMSE=272.33

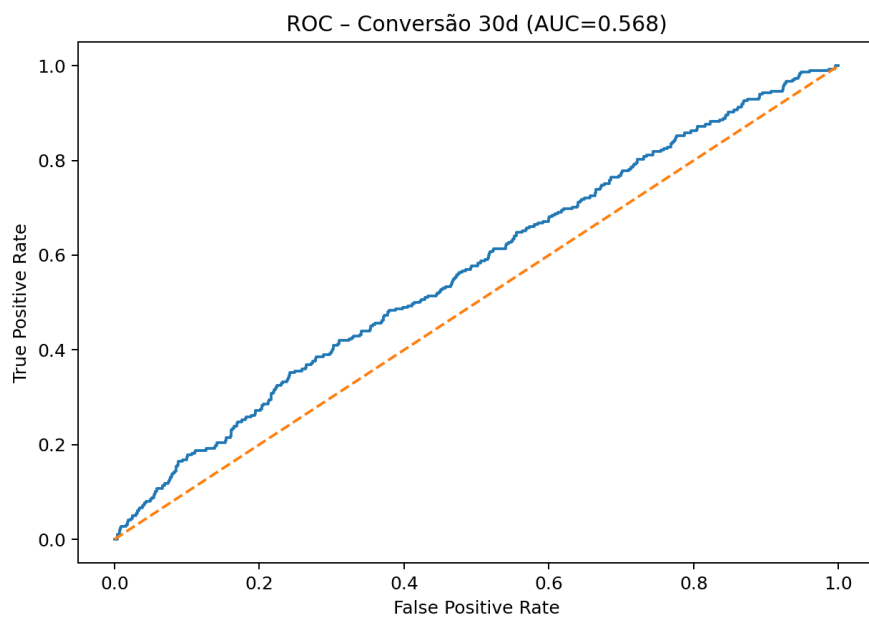
Gráficos



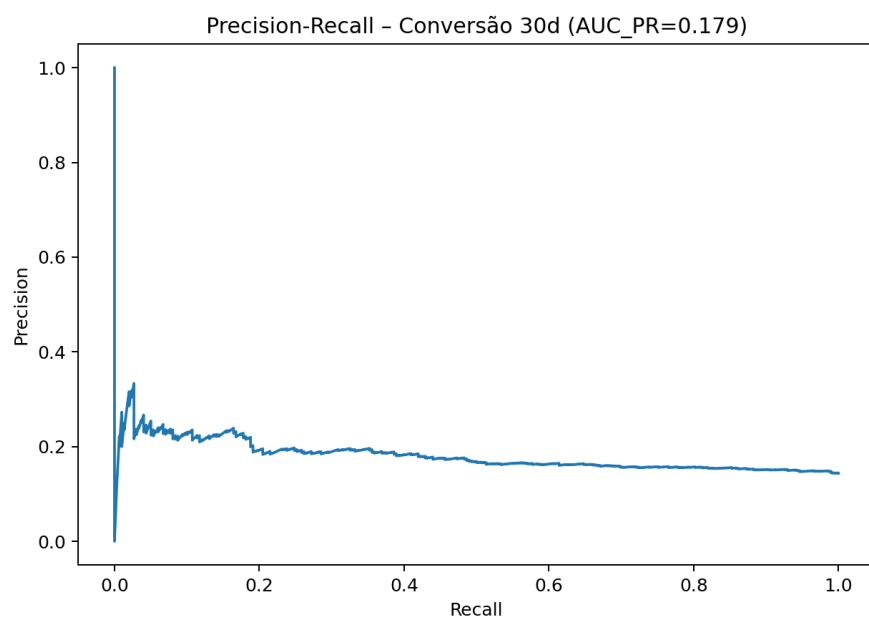
ROC – churn



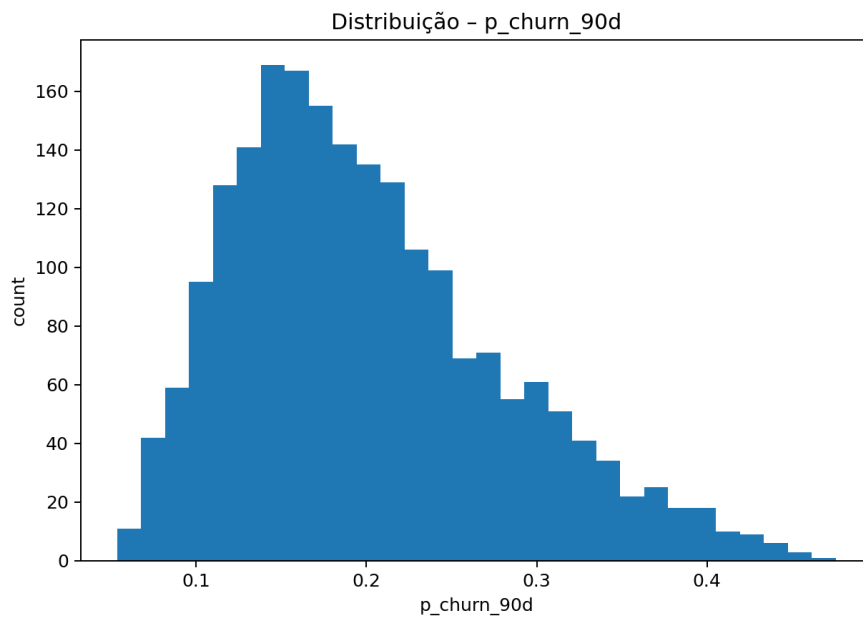
PR – churn



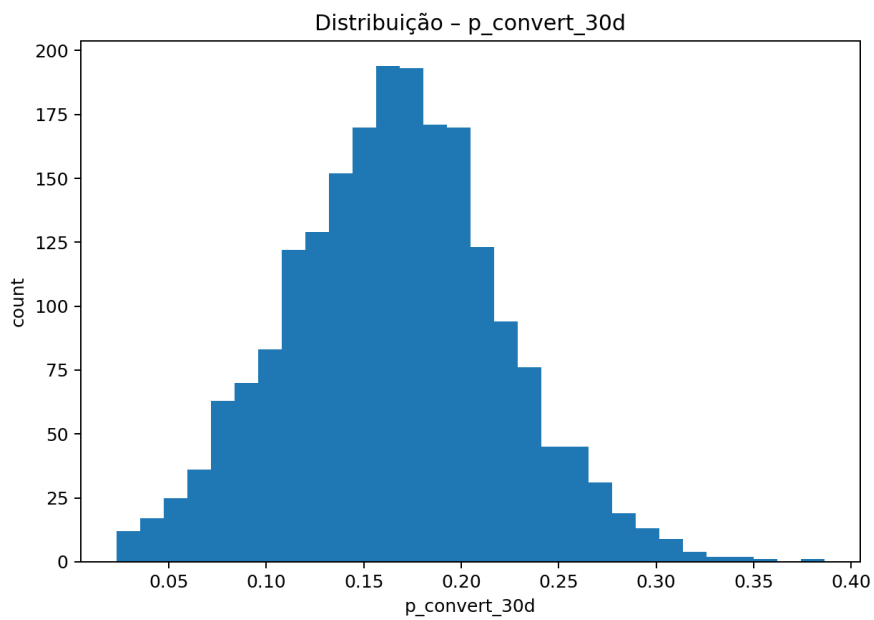
ROC – conversão



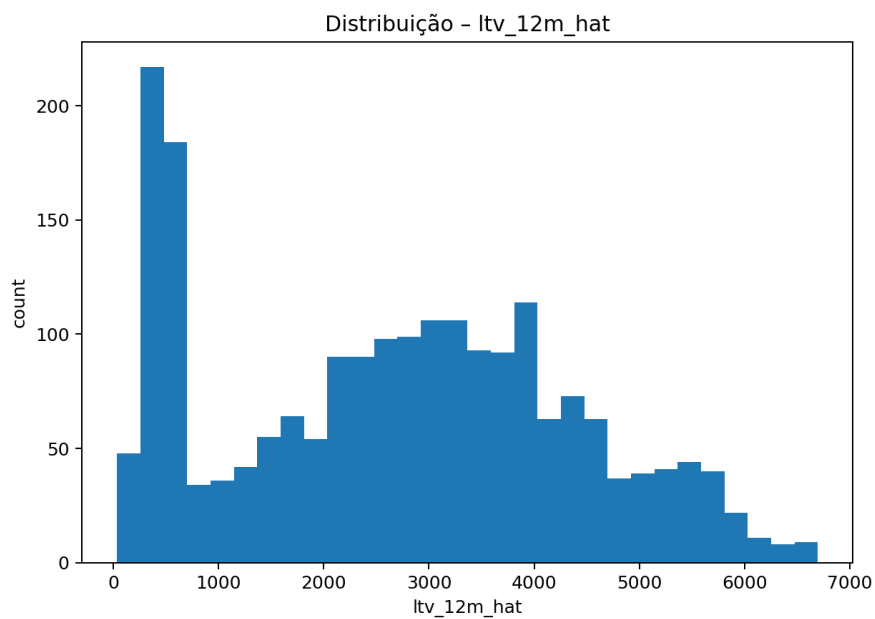
PR – conversão



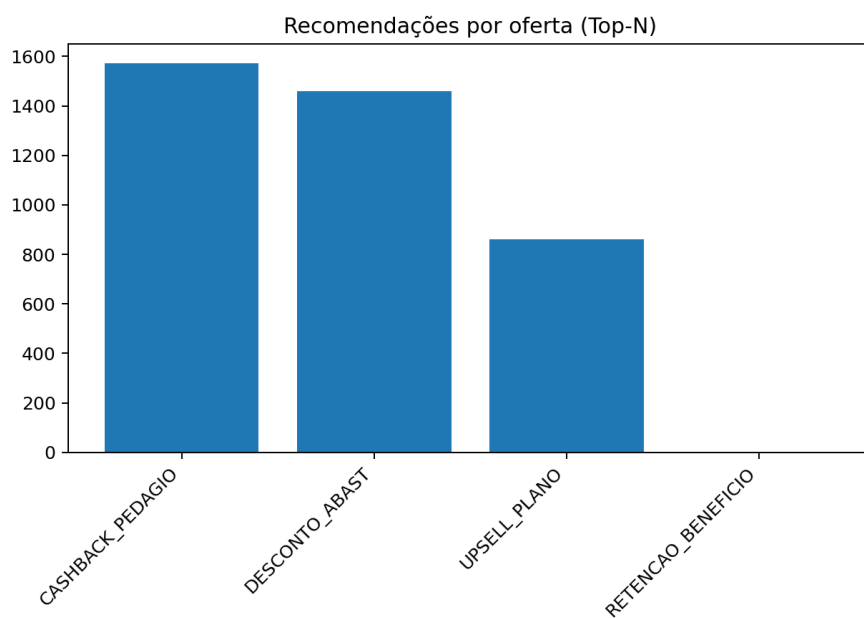
Distribuição - p_churn



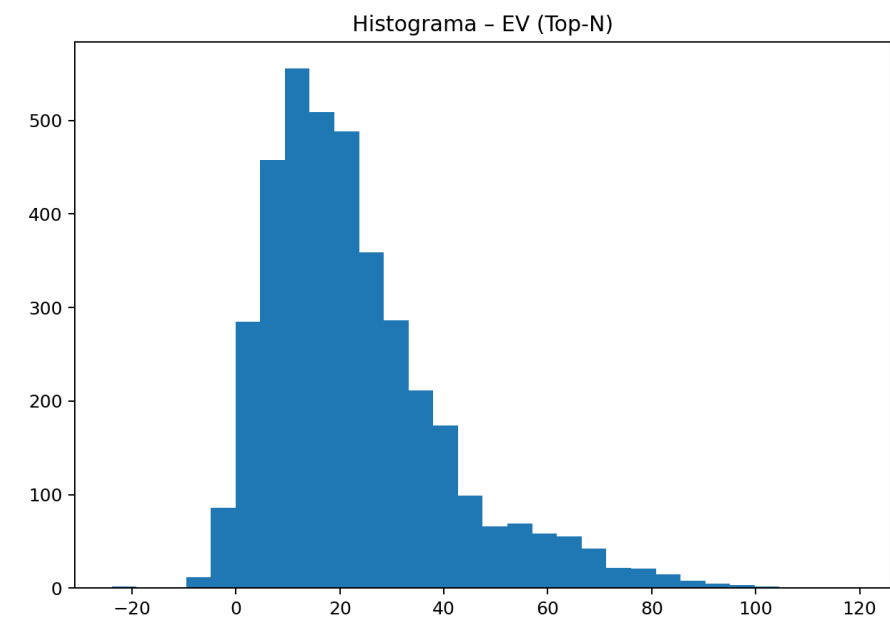
Distribuição - p_convert



Distribuição – LTV_hat



Recomendações por oferta



Histograma - EV