

Relatório – PoC NBO/NBA (V4)

Relatório gerado a partir das saídas do pipeline V4.

Métricas

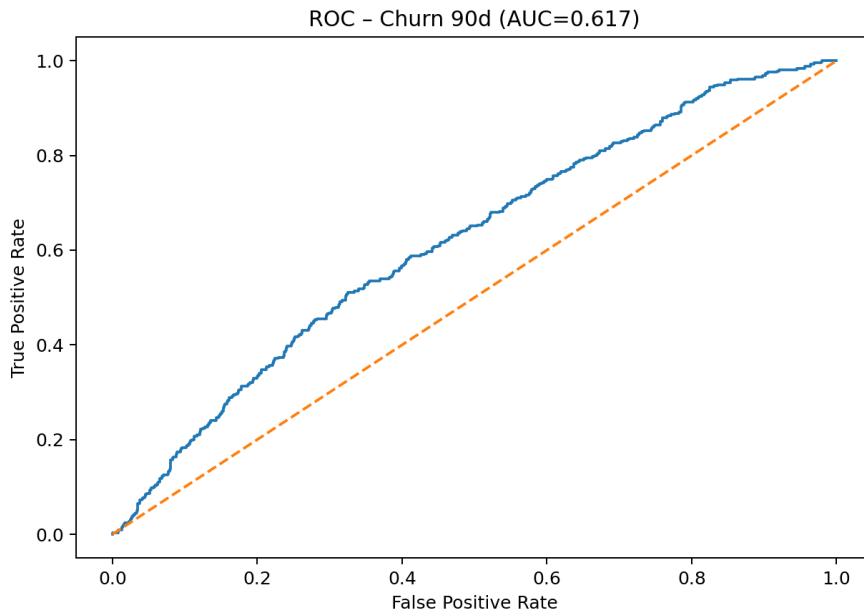
Cutoff: 2025-06-30 | Treino: 5928 | Teste: 2072

Churn: AUC=0.617

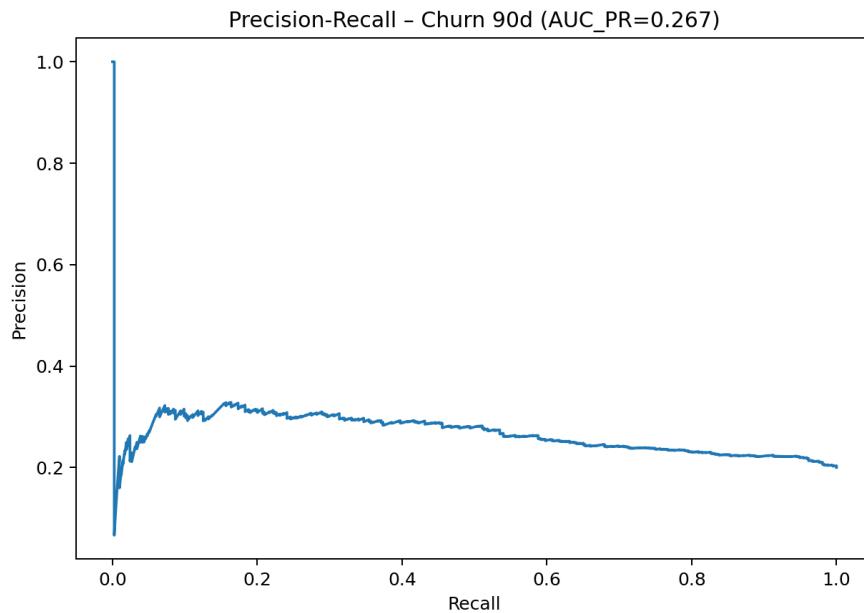
Conversão: AUC=0.568

LTV: RMSE=272.33

Gráficos

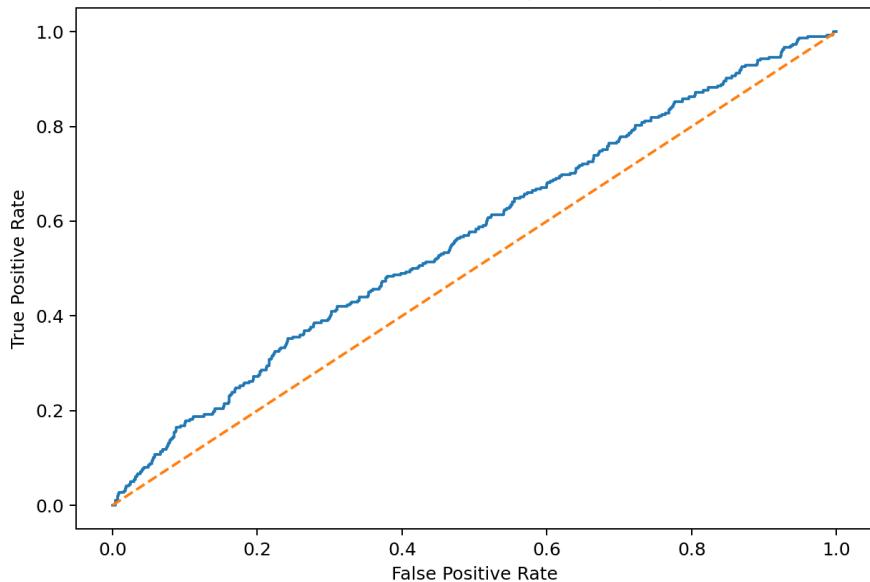


ROC – churn



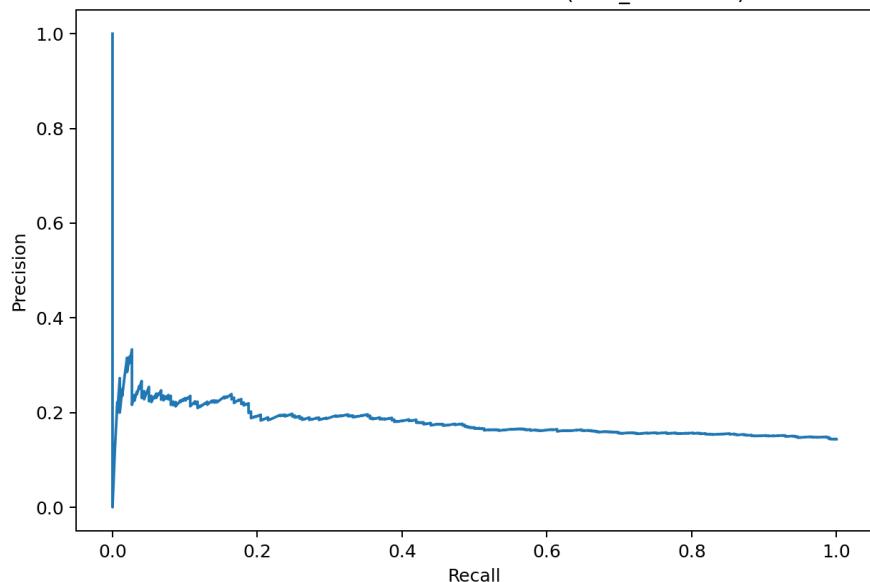
PR – churn

ROC - Conversão 30d (AUC=0.568)



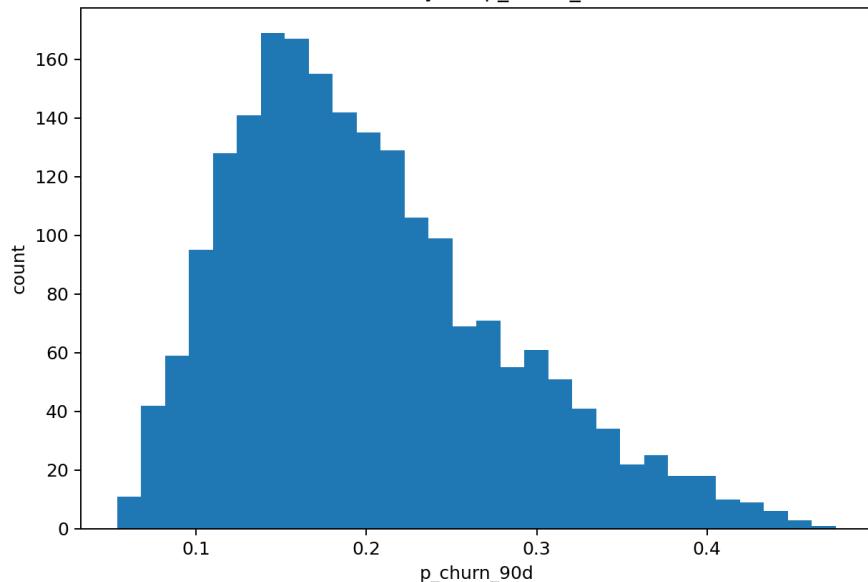
ROC – conversão

Precision-Recall - Conversão 30d (AUC_PR=0.179)

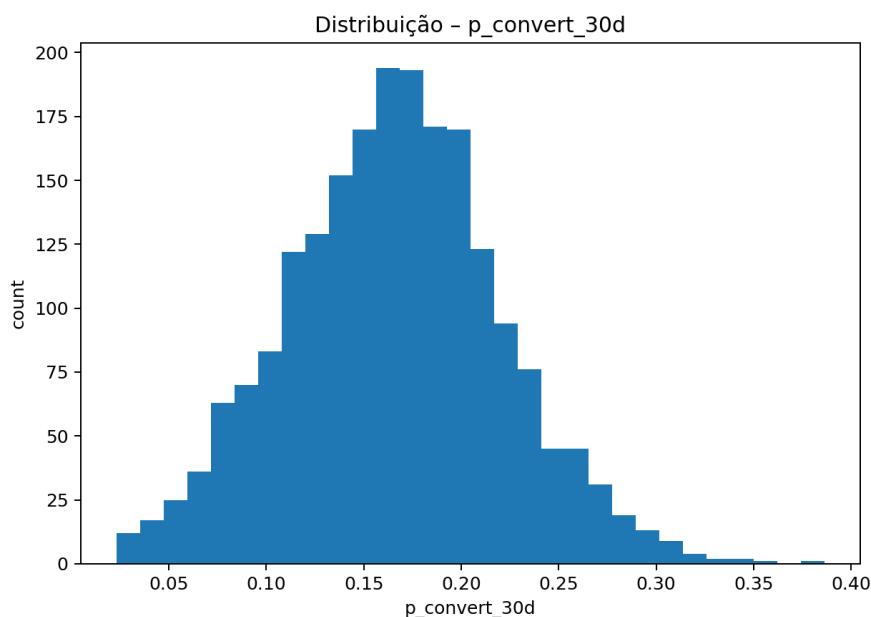


PR – conversão

Distribuição - p_{churn_90d}

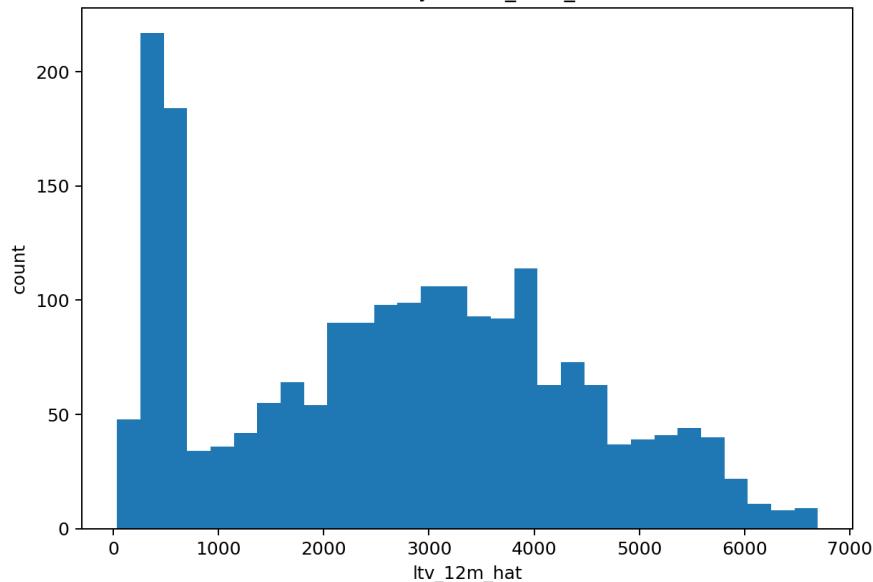


Distribuição – p_{churn}



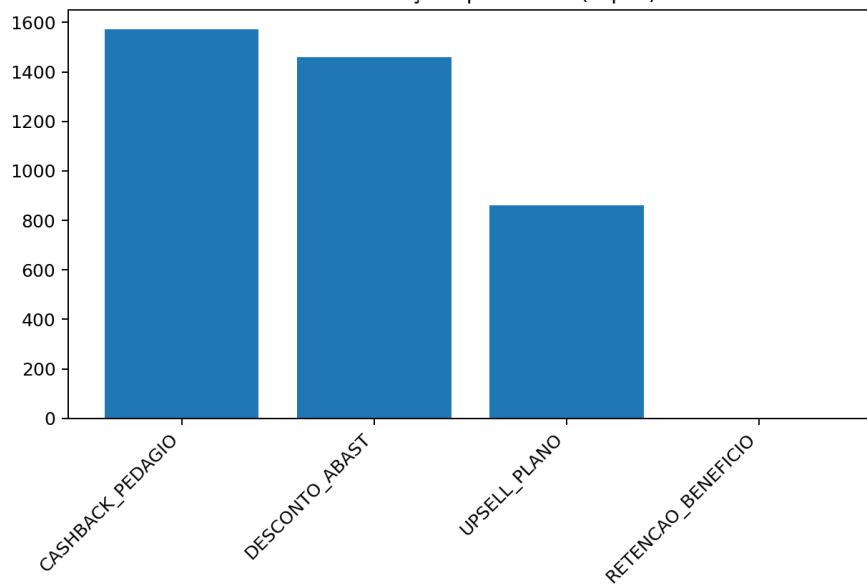
Distribuição – $p_{convert}$

Distribuição - ltv_12m_hat



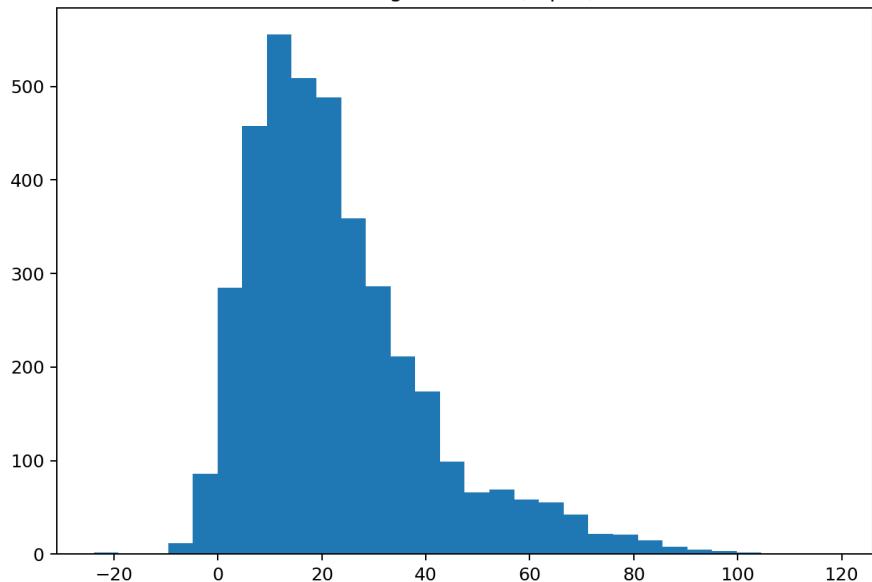
Distribuição – LTV_hat

Recomendações por oferta (Top-N)



Recomendações por oferta

Histograma - EV (Top-N)



Histograma – EV