

# Spider plots

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# Coefficients

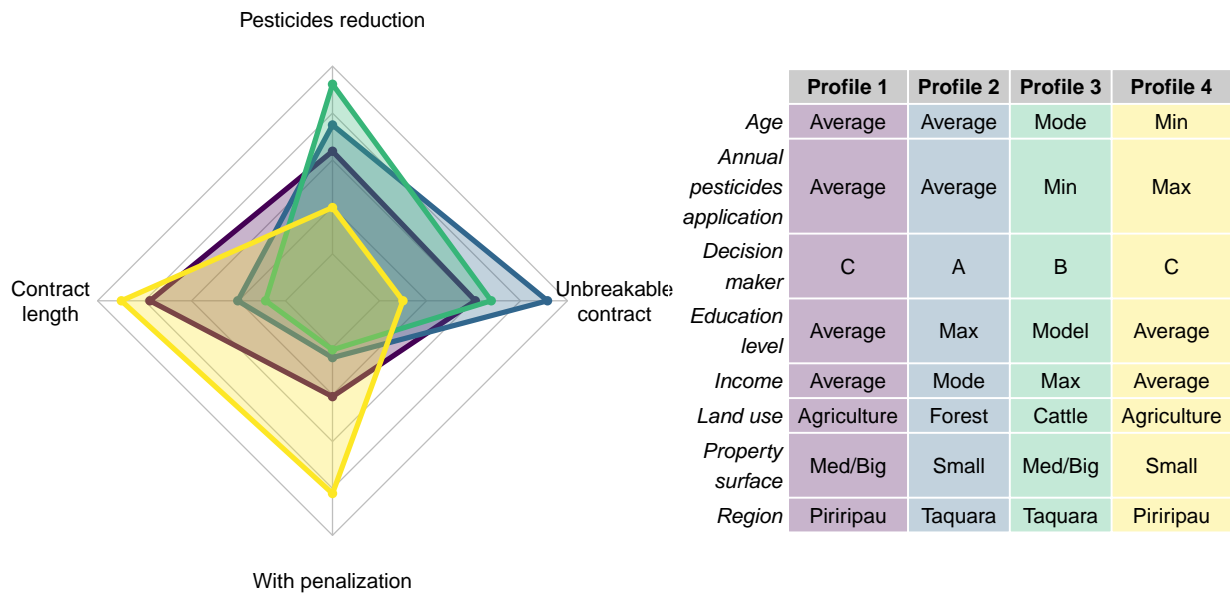


Figure 1: Spider chart for four variables based on the four most frequent profiles and their model coefficients

With Figure 1 and Figure 2, we see a clear difference between the profiles, showing the impact of changing even just a few features in a profile, in terms of model coefficients. Each profile is highlighted in one direction/variable. In Figure 1 we see all of them together, and in Figure 2, side-by-side. In three of the four variables, profile 4 presents the most extreme coefficients.

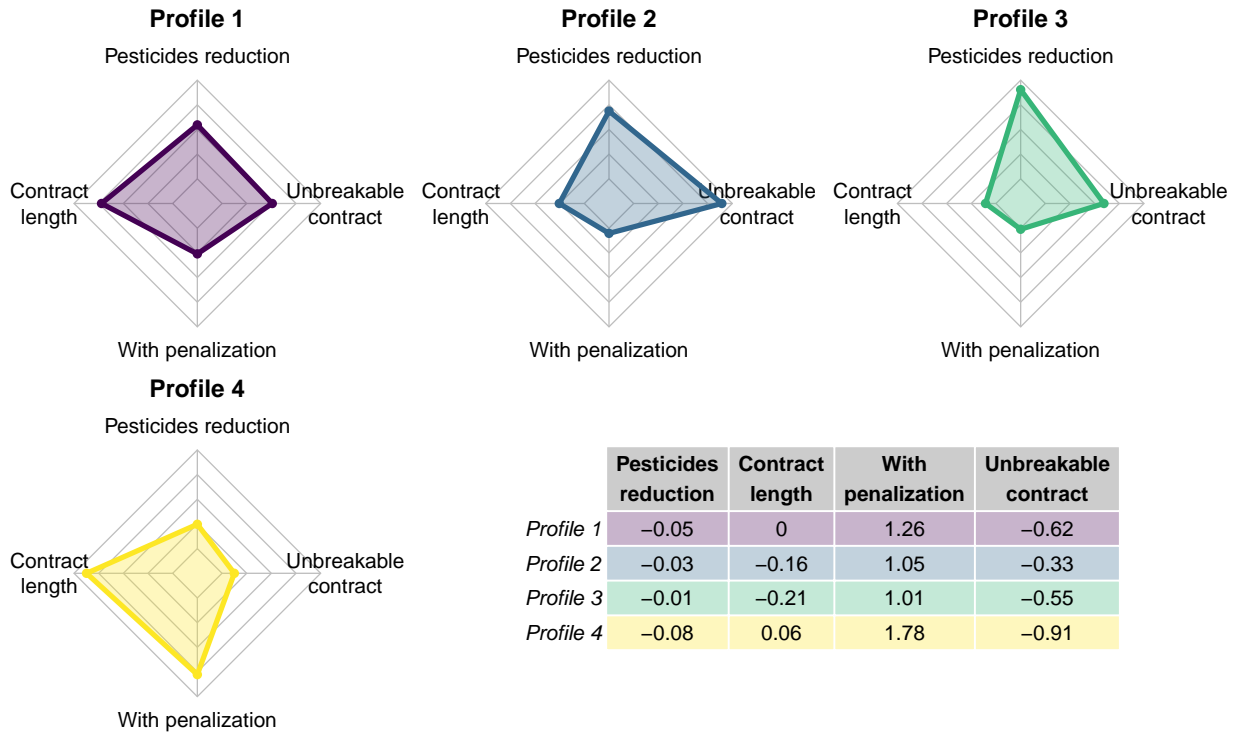


Figure 2: Spider charts for four variables based on the four most frequent profiles and their model coefficients

## WTA profit

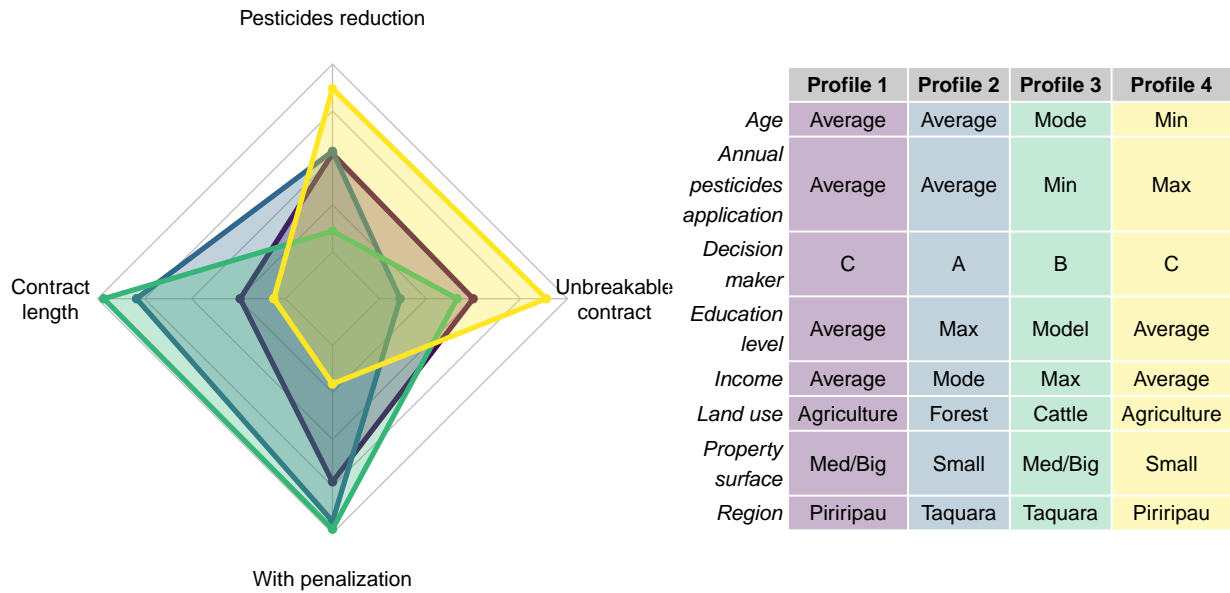


Figure 3: Spider chart for four variables based on the four most frequent profiles and their WTA profits

In Figure 3 and Figure 4, we now look at the WTA profits per variable and profile. We can still see clear differences between the profiles, with each one highlighting a different variable. Again, the most extremes values are obtained with profile 4.

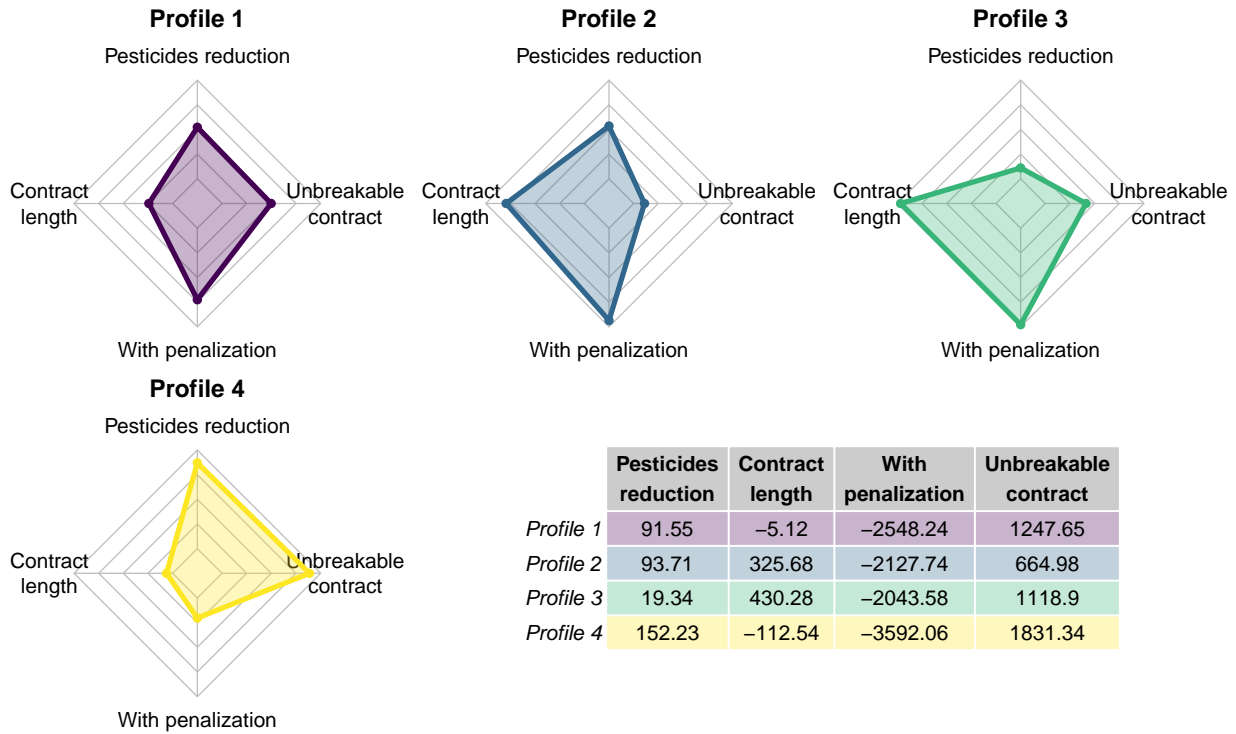


Figure 4: Spider charts for four variables based on the four most frequent profiles and their WTA profits

## Scenarios

In ??, we have the cost for each of the four profiles in six different scenarios. We see that depending on the scenario, the profiles behaviors vary considerably, being very difficult to state any pattern.

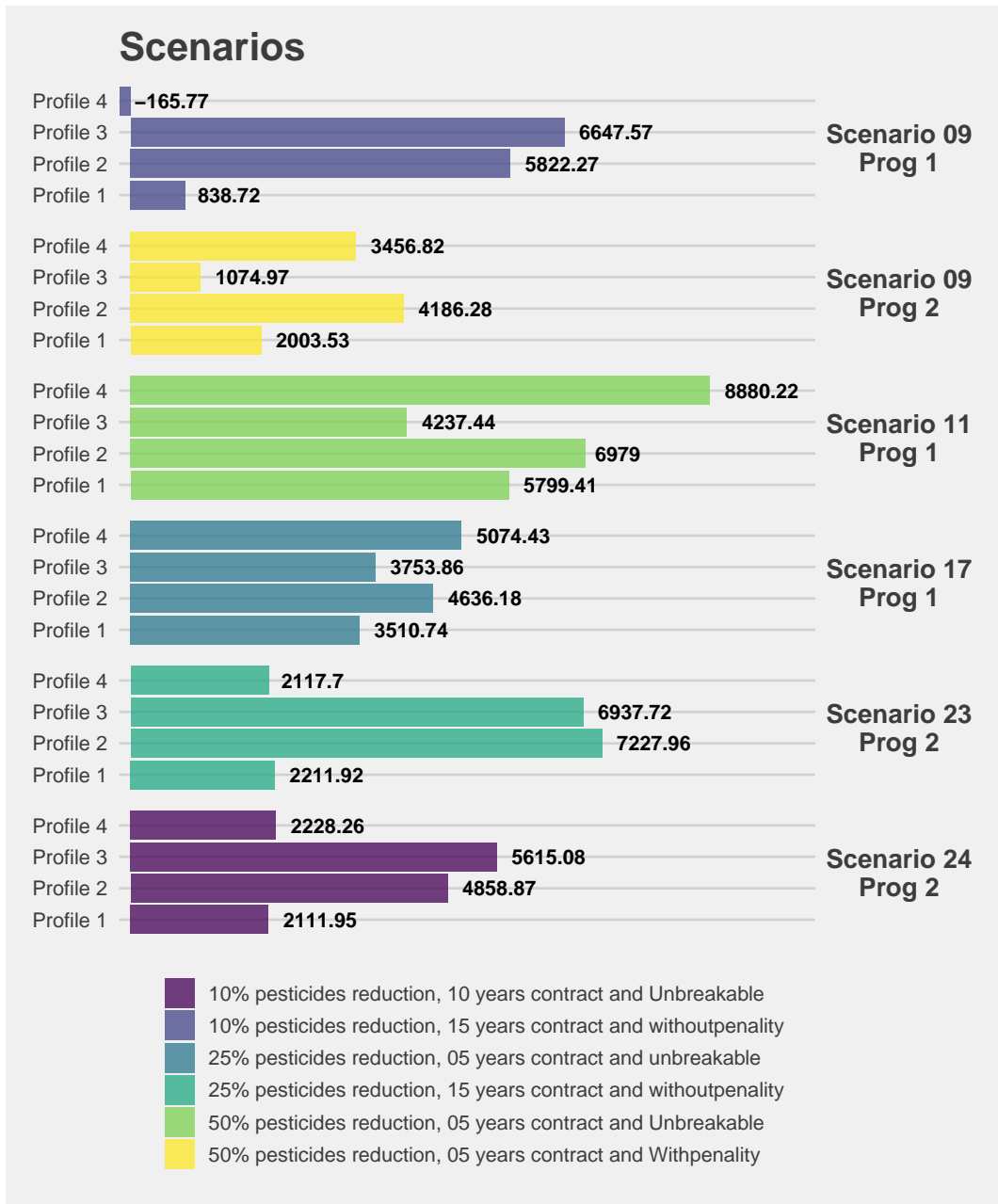


Figure 5: Scenarios per the four most frequent profiles

## Model formula