Project Development Phase
Model Performance Test

Date	10 November 2022
Team ID	8BBAC712F66ACA4828C4187FC79B6FAB
Project Name	Leveraging Data Analysis for Optimal Marketing Campaign Success
Maximum Marks	10 Marks

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1	Accuracy	Calculate the overall accuracy of the predictive model. This can be expressed as a percentage. For example, accuracy should be above 80% for the model to be considered effective.
2	Precision	Calculate the precision of the model. Precision is the ratio of true positive predictions to the total positive predictions. Aim for a precision score above 0.70.
3	Recall	Calculate the recall (sensitivity) of the model. Recall is the ratio of true positive predictions to the total actual positive cases. Aim for a recall score above 0.70.
4	F1-Score	Calculate the F1-score, which is the harmonic mean of precision and recall. A good F1-score is generally above 0.70.
5	ROC Curve	Plot the Receiver Operating Characteristic (ROC) curve and calculate the Area Under the Curve (AUC) score. AUC values above 0.70 indicate good model performance.
6	Confusion Matrix	Present the confusion matrix with values for true positives, true negatives, false positives, and false negatives.