**Lesson 05 Code Talk**

Can you give examples where it is worth devoting significant amounts of time and effort for marginal gains in model performance?

In my own experience we spent some time trying to improve the prediction models that we already had as these marginal improvements were worth a lot for the company money and safety wise given the significant number of flights per day that involve a GE Engine. As for the financial gains the quest to improve the already working models (even by a marginal gain) would come after a business study proving that the potential gains would be greater than the investment. As for safety we were always looking to improve the models.