confusion_matrix based question

	precision	recall	f1-score	support
0	**0.76**	**0.96**	**0.85**	**85**
1	**0.88**	**0.47**	**0.61**	**49**
accuracy			**0.78**	**134**
macro avg	**0.82**	**0.72**	**0.73**	**134**
weighted avg	**0.81**	**0.78**	**0.76**	**134**

1. Recall-related questions (TP & FN)

Recall = TP / (TP + FN)

Questions:

- **What is the purchased recall?**
- **How many actual buyers did the model successfully identify?**
- **What percentage of people who purchased were correctly predicted?**
- **How well does the model capture real buyers?** (Recall)

2. Precision-related questions (TP & FP)

Precision = TP / (TP + FP)

Questions:

- **What is the purchased precision?**
- **Out of all people predicted to buy, how many actually bought?**
- **How reliable is the prediction that a customer will buy?** (Precision)

3. Accuracy-related questions (TP, TN, FP, FN)

Accuracy = (TP + TN) / Total

Questions:

- **What is the overall accuracy of the model?**

4. False Negative–related questions (missed positives)

Questions:

- **How many buyers did we fail to identify (FN)?**
- **Are we missing high-value customers?** (FN)

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5. False Positive–related questions (false alarms)

Questions:

- **How many people were predicted to buy but did not (FP)?**
- **Are we wasting money targeting non-buyers?** (FP)
