Understanding Audience –

A Machine Learning Approach to Customer Segmentation

**Team Number:**

**Submitted To: SmartInternz Team**

**Batch: VIT – AP AI/ML Morning Batch**

**Year: 2023**

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 PHASE – V:

**Model Performance Testing:**

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| Date | 20 November 2023 |
| Team ID | Team-591849 |
| Project Name | Project – Understanding Audience |
| Maximum Marks | 10 Marks |

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| **S.No.** | **Parameter** | **Values** | **Screenshot** |
| 1. | Model Summary | RandomForestClassifier()  DecisionTreeClassifier()  XGBClassifier() |  |
| 2. | Accuracy | **Training Accuracy** –  Random Forest = 1.0  Decision Tree = 1.0  XGBoot = 1.0  **Validation Accuracy** –  Random Forest R2 Accuracy = 0.9546  Decision R2 Accuracy = 0.9519  XGBoost R2 Accuracy = 0.9603      Random Forest Accuracy:  0.9893  Decision Tree Accuracy:  0.9887  XGBoost Accuracy:  0.9906 |  |