# MARKETING DATASET

## KNN

Best params:

Best Hyperparameters: n\_neighbors=15, p=2, weights=distance

Best Cross-Validation Accuracy: 0.8718

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Description automatically generated

Varying K with uniform weight

A graph with red and blue lines

Description automatically generated

A graph with red and blue lines

Description automatically generated

With distance weight

A graph showing the results of a training course

Description automatically generated with medium confidence

Learning curve with k=15

## SVM

Best Hyperparameters: C=10.0, kernel=linear, gamma=None, degree=None

Best Cross-Validation Accuracy: 0.8845

A screenshot of a graph

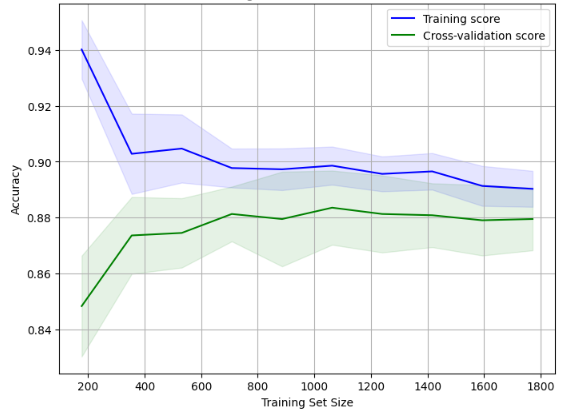
Description automatically generated

SVM tuning

A graph of a graph showing the results of a training course

Description automatically generated with medium confidence

LC without shuffle or random\_state



With shuffling and random state

## ANN

Best trial:

Value: 0.8986486196517944

Params:

units: 9

optimizer: rmsprop

epochs: 38

batch\_size: 33

A screenshot of a graph

Description automatically generated