



Skills and Solutions: Is This a Good Model?

January 14, 2026 | 2:00-2:45PM ET



Meet Your Presenter



Lily Brennan

*Strategic Leader,
Data and Analytics*

How to Access Rapid Insight

Edify partners can access Rapid Insight complimentary by **indicating so in our closing poll question today or reaching out to your Strategic Leader.**

- 1 What Makes a 'Good' Predictive Model?
- 2 Demo
- 3 Key Takeaways and Next Steps

Support for Building Your Predictive Model



Watch the On-Demand Webinar



This on-demand Predict training will walk through how to:

- Collect data relevant to your target of analysis
- Organize data into a single dataset
- Clean your data to avoid a misleading model
- Create new, useful variables to understand your records
- Build the model

[**Watch here!**](#)

For the purpose of today's session, let's assume you've already built a predictive model.

How will you know if it's a 'good' model?
That is—how will you evaluate if it's 'good enough' to implement?

You've Built Your Model – Now What?



What 'Good' Actually Means

Characteristics of a good predictive model:

- Performs better than a baseline
- Robust and reliable
- Behavior makes sense
- Supports real decisions

Model Quality Checks

- Am I working with a sufficient volume of clean and relevant historical data?
- Is this model trained on the population I plan to score?
- Are there any missing values?
- Does each variable make sense logically?

Data + Feature Quality Primer

A good predictive model starts with good data



Clean, relevant historical data is the foundation



Model is built on the relevant population for the group you're applying it to



You've accounted for missing data and mitigated bias

- 1 What Makes a 'Good' Predictive Model?
- 2 Demo
- 3 Key Takeaways and Next Steps



How to Evaluate Your Predictive Model

We'll Walk Through This Live

Choose modeling method

(Predict does this for you!)

Train & validate

- Cross-validation or holdout test results
- Metric outputs

Interpret model outputs

- Feature importance and relevance: does this variable make logical sense?
- Remove variables that don't make sense

Evaluate quality

- Regression output (decile analysis, percent concordant, percentage model contribution)
- Model visualization (decile analysis)



Keep In Mind

A predictive model doesn't have to be perfect to be 'good enough' for deployment.



Demo

Evaluating Your Predictive Model

SECTION

2



Q&A

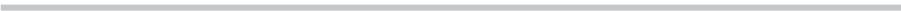
+ Next Steps

SECTION

3



**What questions do you have?
(About predictive modeling or anything else!)**



Is This a Good (Enough) Model?



- 1 You don't need to be a statistician**
Rapid Insight handles the complexity; you focus on interpretation and decisions.
- 2 A good model meets a need**
Usefulness matters just as much as performance!
- 3 A good model starts with good data**
The right population and clean data are non-negotiables
- 4 Sanity-check the results**
Think: does this variable make logical sense?
- 5 Expect to iterate**
Refine, re-run, and improve your model over time



Get Started

Use Rapid Insight Help Center articles resources to strengthen and evaluate your models:

- [Getting Started in Predict](#)
- [Predict Module Overview](#)
- [EAB.com blog: Six Steps to Build a Predictive Model](#)
- [On-Demand Predict Webinar](#)



Pressure-Test Your Models

Revisit an existing Predict model and sanity-check population, predictors, and performance.



Reach Out!

Reach out to us at ri-support@eab.com for guidance as you iterate and refine.

Getting Started in Predict



Help Center Manager - Edify

2 years ago · Updated

About: This article introduces Predict, a module in the Rapid Insight platform.

Location: To access Predict, you must have a Predict software license and have the software installed on your device. See [this article](#) for additional details.

Table of Contents

- [Introduction](#)
- [Features](#)
- [Video Tutorial](#)
- [Related Articles](#)

Introduction

Predict allows users to create predictive models to support their work. Predictive modeling is an analytic approach that identifies patterns and relationships between data variables. These relationships are statistically validated and then used to build analytic predictive models. Such models are used to evaluate new data and apply a probability scores to each record, predicting the likelihood of a specific event or condition to occur.

Features

Predict includes several features to support your work. Click on each feature name to view a detailed article with more information.



202-747-1000 | eab.com

