EAB

Skills and Solutions: Is This a Good Model?

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Meet Your Presenter

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How to Access Rapid Insight

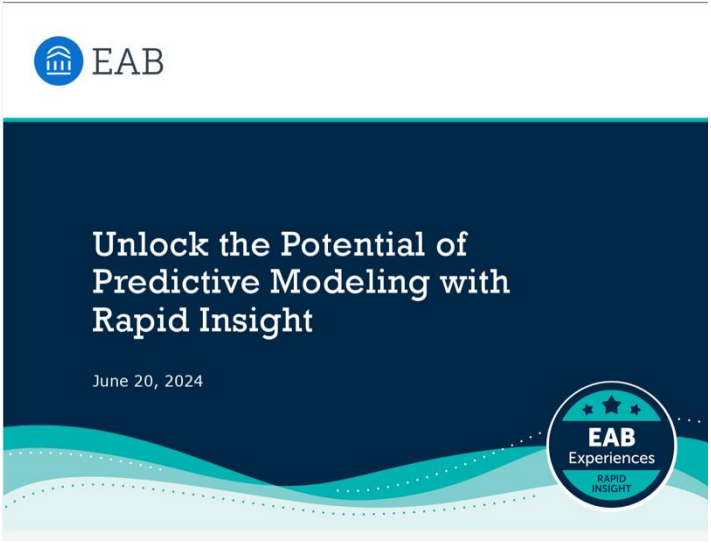
Edify partners can access Rapid Insight complimentarily by **indicating so in our closing poll question today or reaching out to your Strategic Leader.**

SESSION ROADMAP

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

SESSION ROADMAP

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

Q&A

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

Key Takeaways

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

Next Steps

Get Started

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

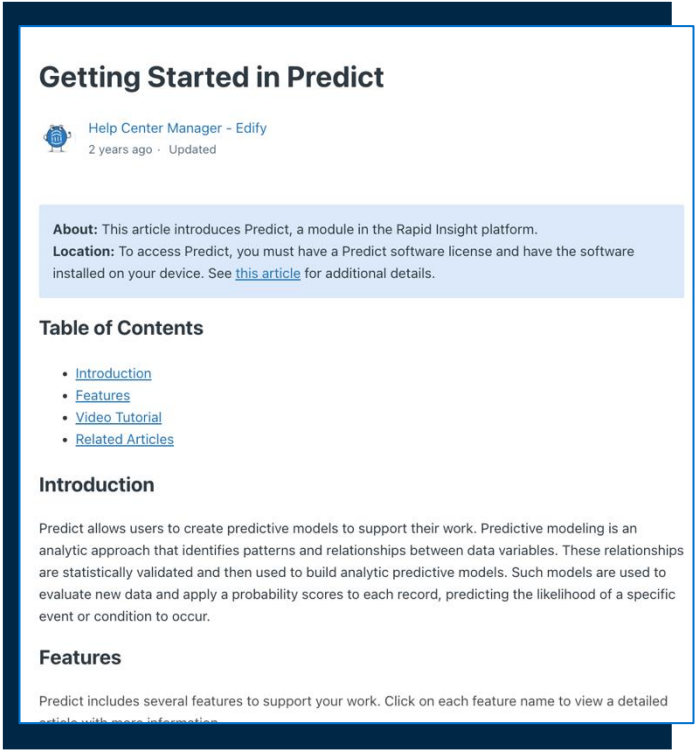
- Getting Started in Predict
- Predict Module Overview
- EAB.com blog: Six Steps to Build a Predictive Model
- On-Demand Predict Webinar

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.



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