



Impact of Predictive Model: Sample College

PREDICTIVE MODEL IN ACTION

Lift and Gains Table:

Probability Tier	Model Results Gains	Model Results Lift
5%	46%	9.17
10%	64%	3.71
15%	76%	2.27
20%	82%	1.32
25%	86%	0.76
30%	89%	0.54
35%	91%	0.50
40%	93%	0.34
45%	95%	0.33
50%	96%	0.20
55%	97%	0.19
60%	98%	0.17
65%	98%	0.13
70%	99%	0.12
75%	99%	0.07
80%	99%	0.07
85%	100%	0.03
90%	100%	0.02
95%	100%	0.03
100%	100%	0.03