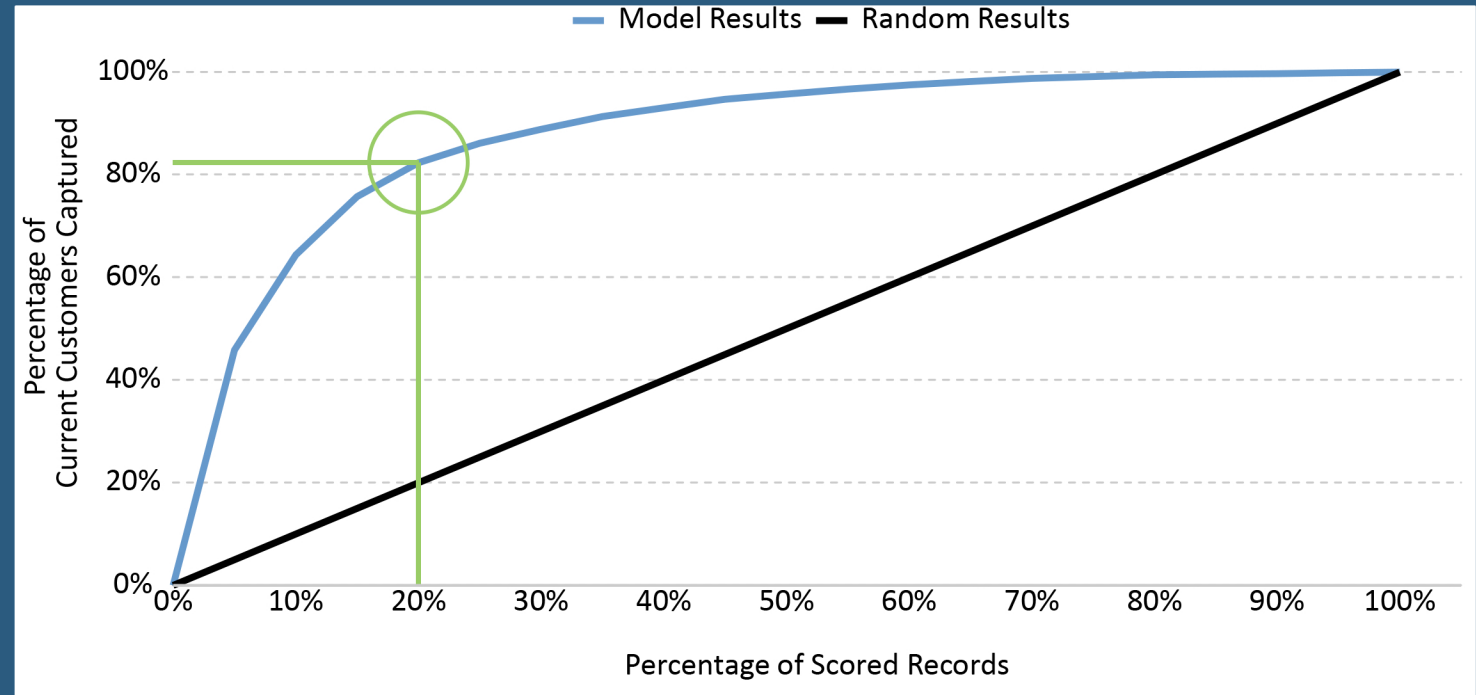




PREDICTIVE MODEL IN ACTION

Impact of Predictive Model: Sample College



Gains:

A measure of the efficiency gained by utilizing the model. Every record in the model is assigned a score and ranked highest to lowest. The gains represent the percentage of current customers captured within a given percentage of scored records

20% of the top scoring records yield a probability of capturing 82% of the current customers