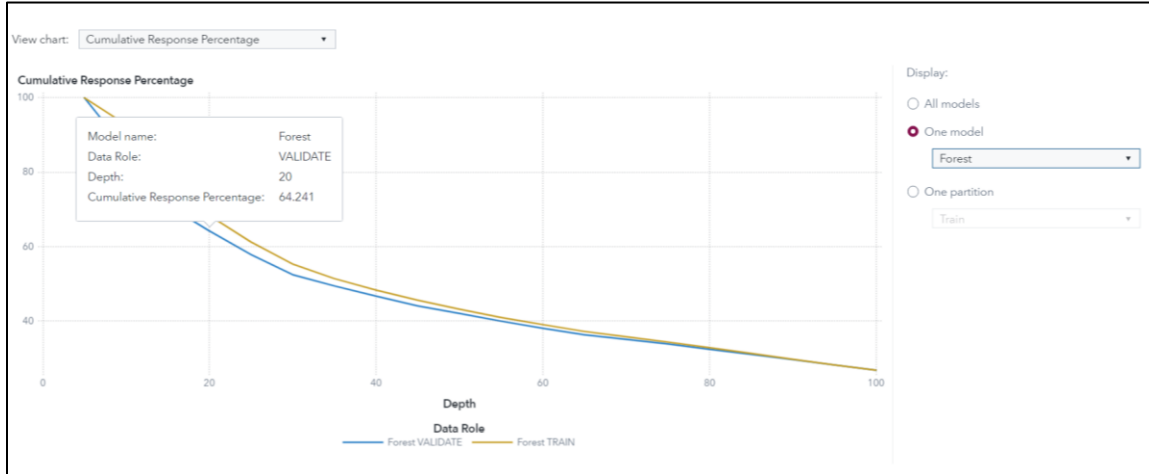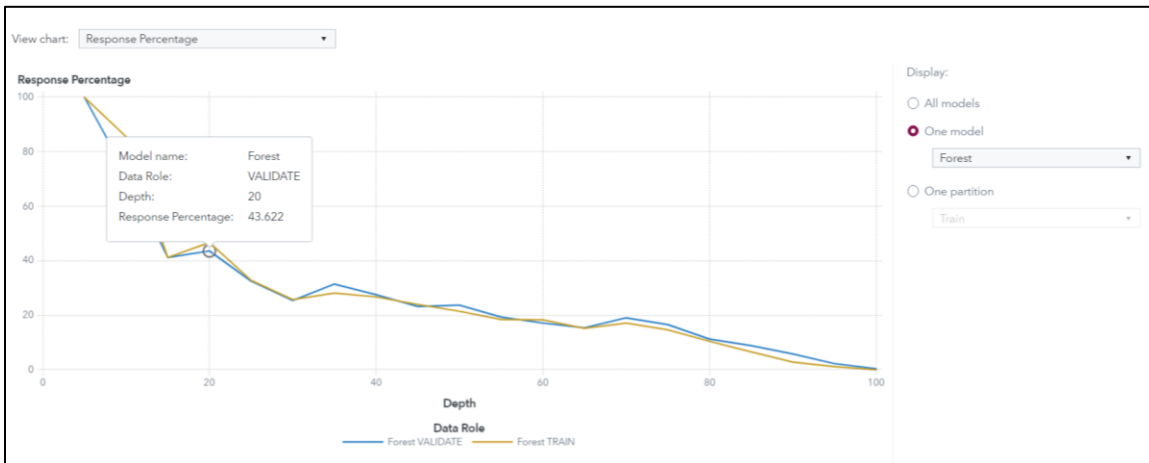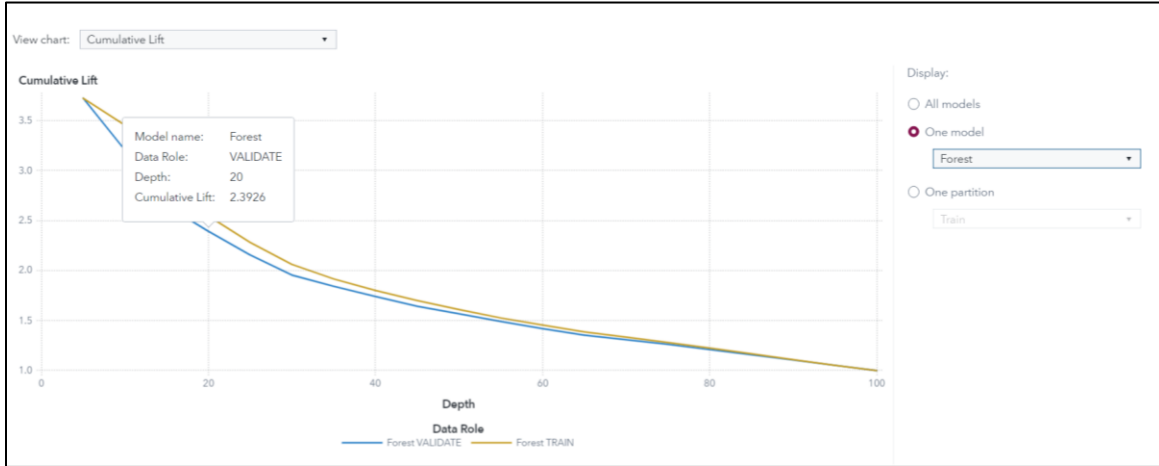## Cumulative % Response

If we solicit the 20% of the best lapsing donors according to the probability that the best model gives them to be responders, the 64.241% of this 20% will be responders.

% Response

If we solicit the fourth (4th) bucket (15% - 20%) of the best lapsing donors according to the probability that the best model gives them to be responders, the 43.622% of this bucket will be responders.

Cumulative Lift

If we solicit the 20% of the best lapsing donors according to the probability that the best model gives them to be responders, we will capture 2.3926 times more responders than if we did the same job without a model i.e. at random.
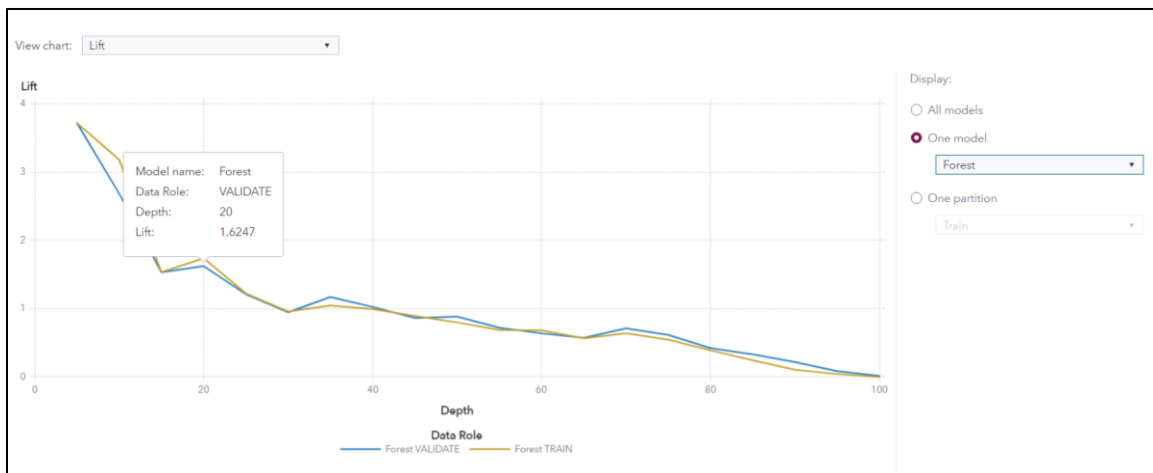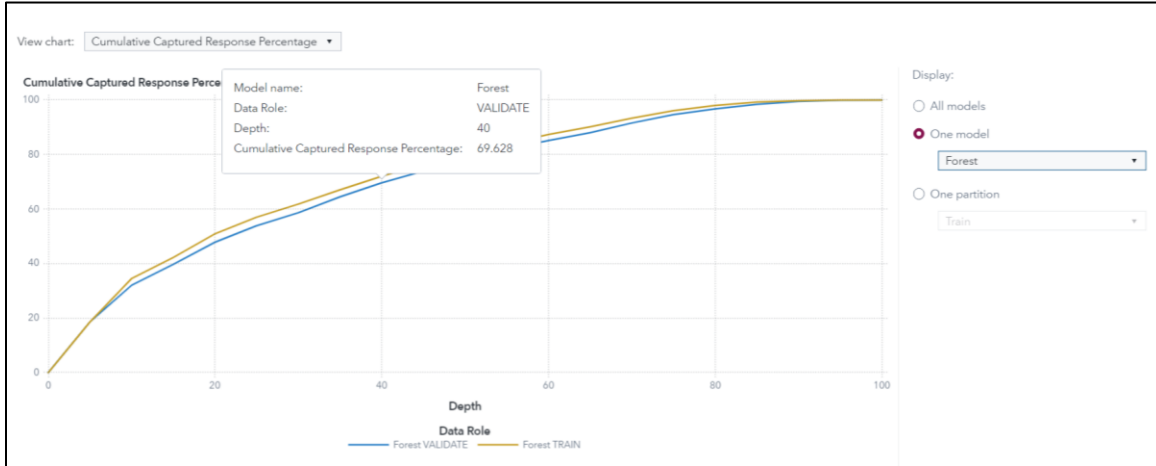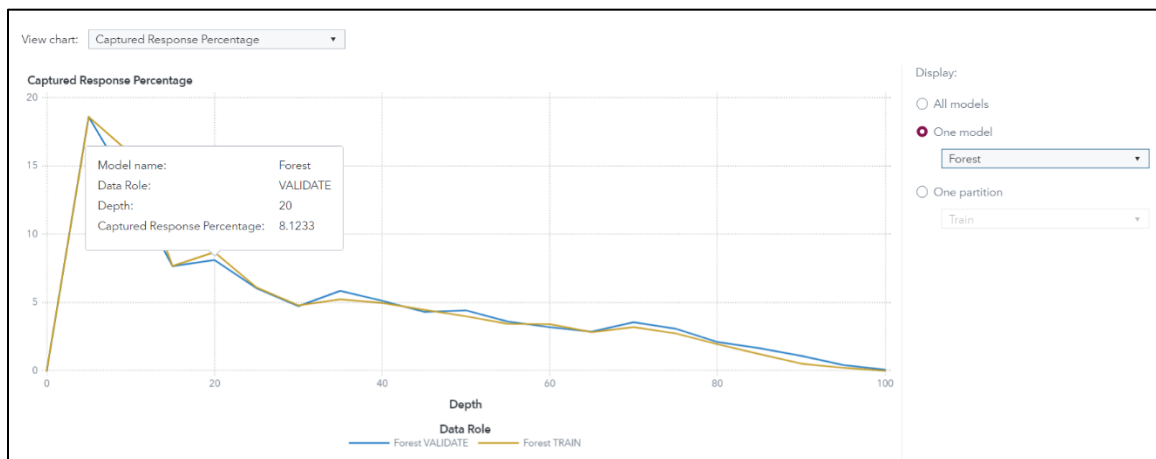
Lift

If we solicit the fourth (4th) bucket (15% - 20%) of the best lapsing donors according to the probability that the best model gives them to be responders, we will capture 1.6247 times more responders than if we did the same job without a model for a random bucket.

Cumulative % Captured Response

If we solicit the 40% of the best lapsing donors according to the probability that the best model gives them to be responders, we will capture the 69.628% of all the responders of the whole validation data set.

% Captured Response

If we solicit the fourth (4th) bucket (15% - 20%) of the best lapsing donors according to the probability that the best model gives them to be responders, we will capture the 8.1233% of all the responders of the whole validation data set.