

**Performance for Best Bag Bargains**

Model	Predicted churn probability	0 - 10%	10 - 20%	20 - 30%	30 - 40%	40 - 50%	50 - 60%	60 - 70%	70 - 80%	80 - 90%	90 - 100%	Score
<b>Academic Model</b>	Number of customers	4	30	65	44	183	322	455	8	1	1	confusion min: 36% (406) confusion max: 53% (587)
	Actual churn rate for these customers	25%	57%	67%	75%	88%	92%	97%	100%	100%	100%	
<b>New Klaviyo Model</b>	Number of customers	0	1	3	0	12	34	71	17	407	568	confusion min: 3% (40) confusion max: 22% (246)
	Actual churn rate for these customers		100%	0%		58%	70%	71%	71%	89%	95%	