

# Package ‘lift’

October 13, 2015

**Type** Package

**Title** Compute the Top Decile Lift and Plot the Lift Curve

**Version** 0.0.2

**Date** 2015-10-13

**Imports** stats, graphics

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**Description**

Compute the top decile lift and plot the lift curve. Cumulative lift curves are also supported.

**License** GPL (>= 2)

**LazyData** TRUE

**NeedsCompilation** no

**Repository** CRAN

**Date/Publication** 2015-10-13 09:38:03

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churn	<i>Churn data</i>
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## Description

churn contains three variables: the churn predictions (probabilities) of two models, and observed churn

**Usage**

```
data(churn)
```

**Format**

A data frame with 1302 observations, and 3 variables: predictions, predictions2, churn.

**Author(s)**

Authors: Steven Hoornaert, Michel Ballings and Dirk Van den Poel, Maintainer: <Steven.Hoornaert@UGent.be>

**Examples**

```
data(churn)
str(churn)
```

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```
plotLift
```

*Compute the top decile lift and plot the lift curve*

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**Description**

plotLift plots the commonly used lift curve by ordering the data by the predictions, and computing the proportion of positives for each bucket.

**Usage**

```
plotLift(predicted, labels, cumulative = TRUE, n.buckets = 10, ...)
```

**Arguments**

predicted	A numeric vector with the classifier's predicted scores / probabilities
labels	An integer vector containing binary labels with values 0,1
cumulative	boolean. Should the cumulative lift curve be plotted or not?
n.buckets	scalar. How many buckets should be used. One can use more buckets with large datasets
...	additional parameters to the plot function

**Value**

lift curve

**Author(s)**

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**Examples**

```
data(churn)
plotLift(churn$predictions, churn$labels)
```

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TopDecileLift	<i>Compute the top decile lift and plot the lift curve</i>
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**Description**

TopDecileLift computes the commonly used top decile lift by ordering the data by the predictions, and computing the proportion of positives in the top 10%.

**Usage**

```
TopDecileLift(predicted, labels)
```

**Arguments**

predicted	A numeric vector with the classifier's predicted scores / probabilities
labels	An integer vector containing binary labels with values 0,1

**Value**

a scalar denoting the top decile lift

**Author(s)**

Steven Hoornaert, Michel Ballings, Dirk Van den Poel, Maintainer: <Steven.Hoornaert@UGent.be>

**Examples**

```
data(churn)
TopDecileLift(churn$predictions, churn$labels)
```

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