

R-Squared

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

R-squared is a key metric used to evaluate the fit of a statistical model, such as MMM, showing how well the data points used to train the model match the predicted outcomes. R-squared ranges from 0 to 1, where 0 indicates no explanatory power and 1 indicates a perfect fit.

Revision #2

Created 19 July 2026 13:40:37 by Waleriidaao

Updated 19 July 2026 19:30:27 by Waleriidaao