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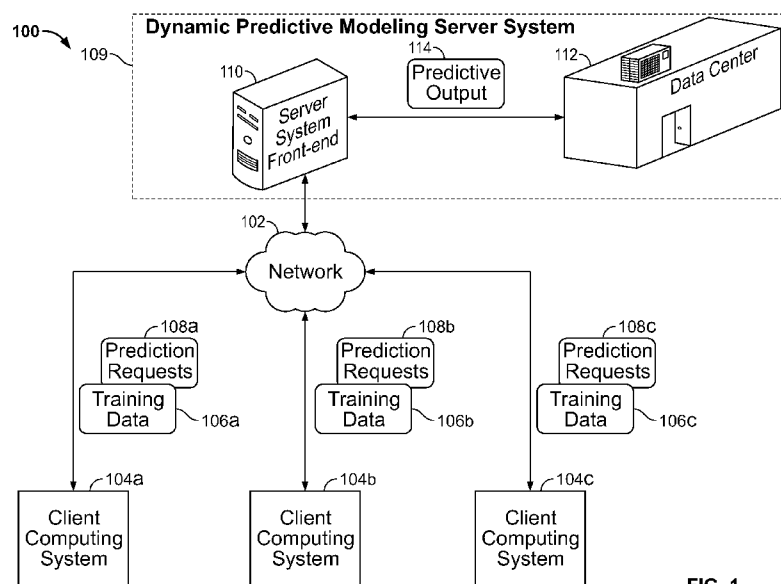
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(54) **Title:** DYNAMIC PREDICTIVE MODELING PLATFORM**FIG. 1**

(57) **Abstract:** Methods, systems, and apparatus, including computer programs encoded on one or more computer storage devices, for training and retraining predictive models. Training data sets belonging to a client entity are received, e.g., over a network from a client computing system. The training data sets are used with training functions to generate trained predictive models. An effectiveness score is generated for each of the trained predictive models. A first trained predictive model is selected for the client entity from among the trained predictive models based on the respective effectiveness scores. Access to the first trained predictive model is provided to a user authorized by the client entity to access the first trained predictive model.