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Weight Of Evidence Encoding

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Up To Date	0	60 %	0 %	0	- Inf
Up To Date	0	60 %	0 %	0	- Inf
Up To Date	0	60 %	0 %	0	- Inf
Missed 1 Mo	1	40 %	50 %	1.25	0.223
Missed 1 Mo	0	40 %	50 %	1.25	0.223
Missed 1 Mo	0	40 %	50 %	1.25	0.223
Missed 5 Mo	1	0 %	50 %	Inf	Inf





Redundant Data

Real Data

Too much of the same is not a good thing

Solutions

- Features can be highly interrelated.
- Not all features are related to the target.
- Leads to numeric instability in machine learning algorithms (GLM)
- Overweights importance of redundant features (RF, GBM)
- Select representatives from clustered / grouped features
- Use dimensionality reduction techniques (PCA, GLRM, MCA, MDS)



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