* p = P(Y=1)
* p/(1-p) – odds ratio
* L = ln(p/(1-p)) – Log of Odds
* L = A + B1X1+B2X2 …. BKXK + U
* Estimated L – L\*
* p\* = exp(L\*)/(1+exp(L\*)
* score = 1000 X p\*