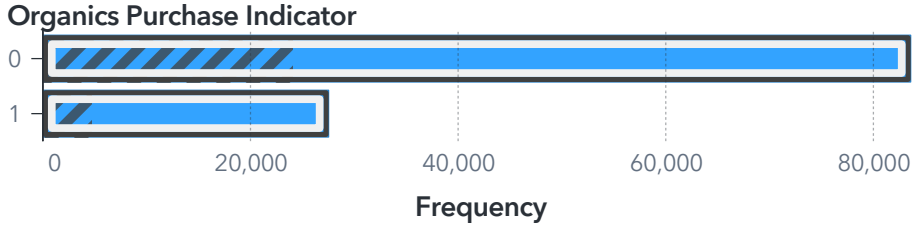
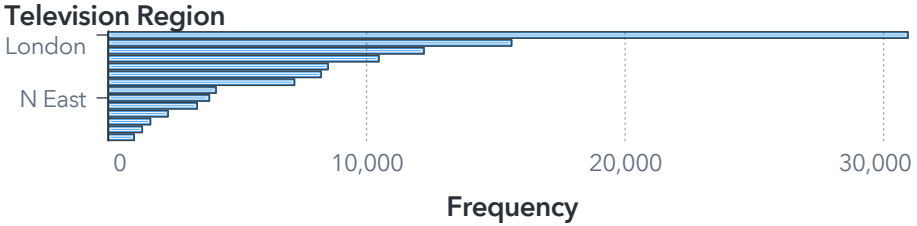
23_09

Creation Date: Friday, September 30, 2022 09:07:07 AM
Author: abdelmounaim.bouzerira@edu.univ-paris13.fr

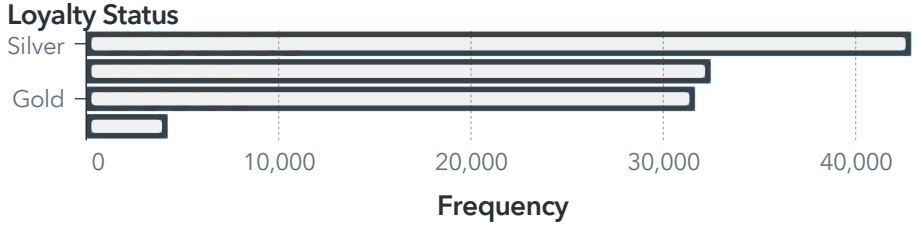
Frequency of Organics Purchase Indicator



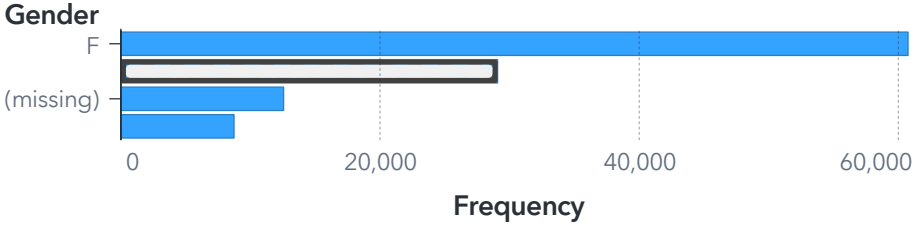
Frequency of Television Region



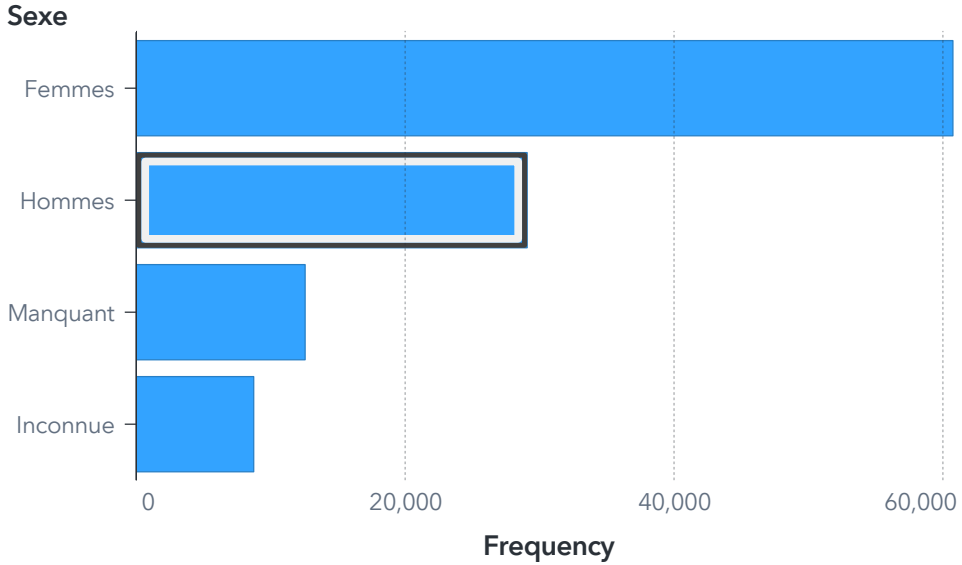
Frequency of Loyalty Status



Frequency of Gender

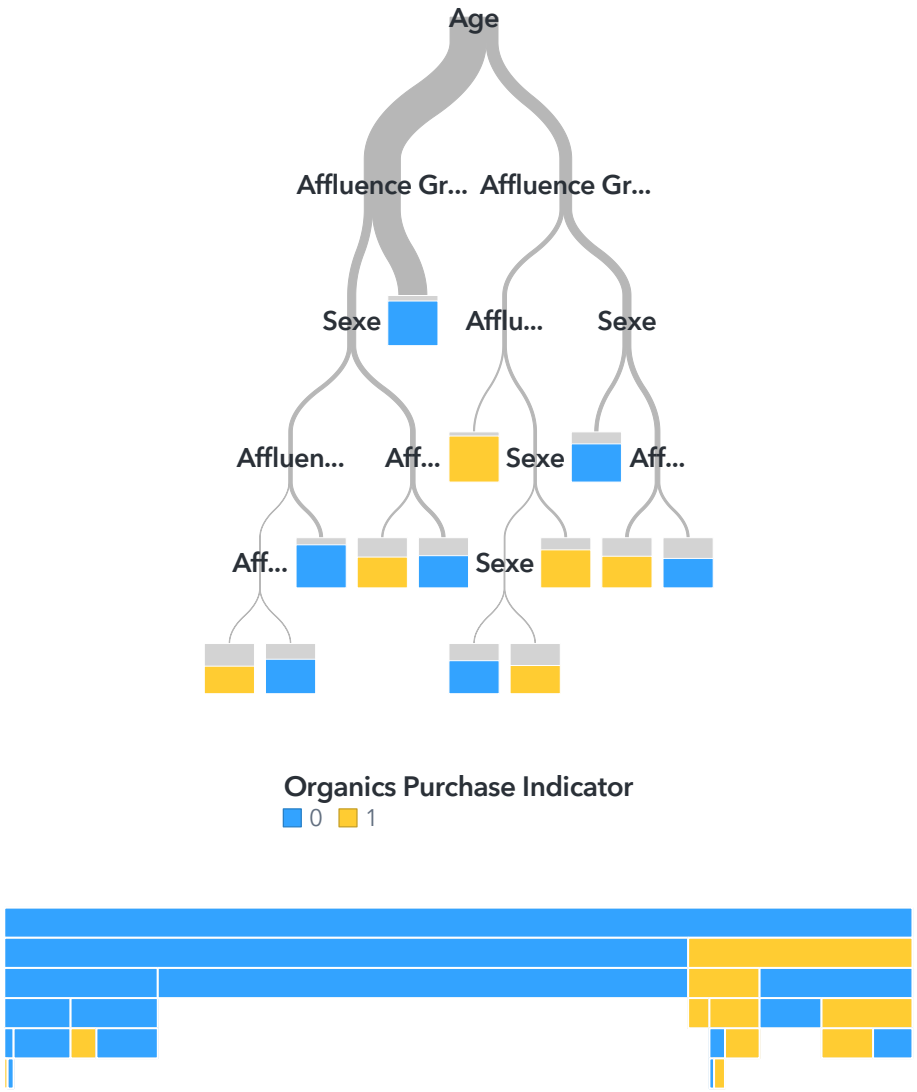


Frequency of Sexe

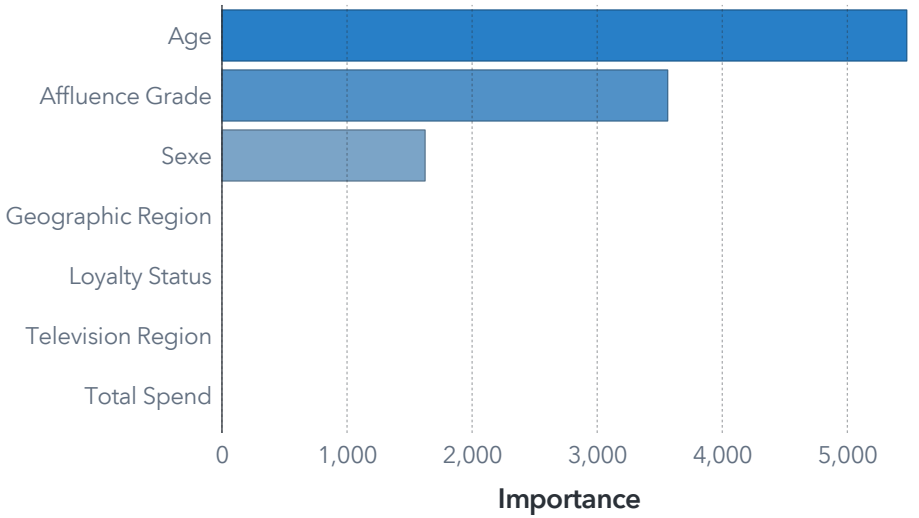


Decision Tree **Organics Purchase Indicator** (event=1) KS (Youden) **0.4707** Observations Used **111,115**

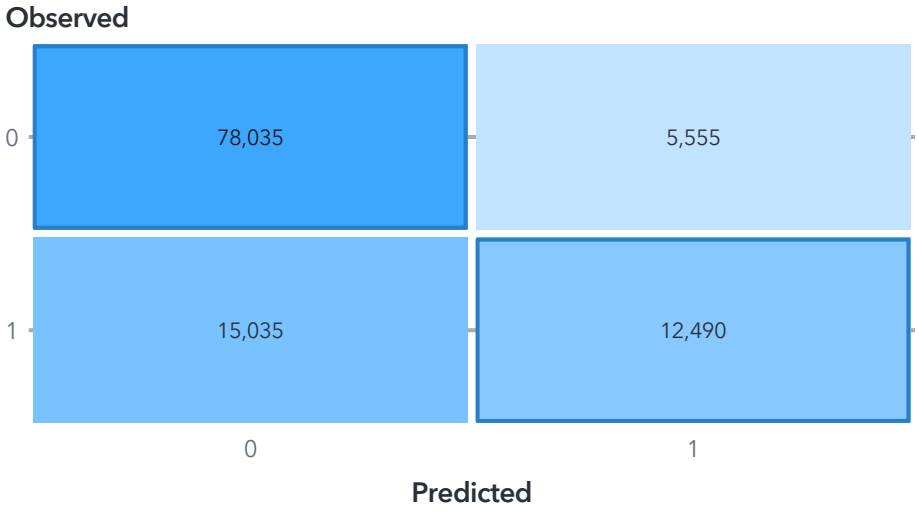
Tree



Variable Importance

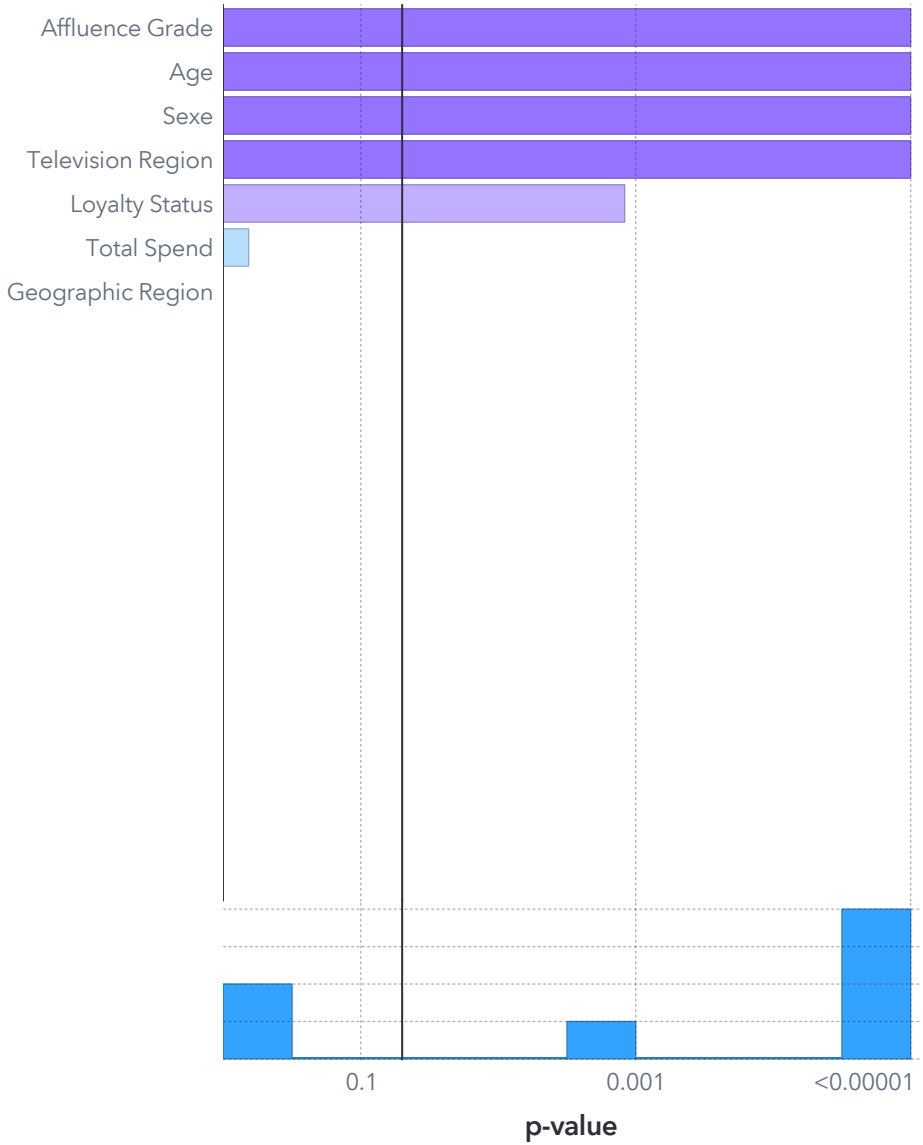


Confusion Matrix

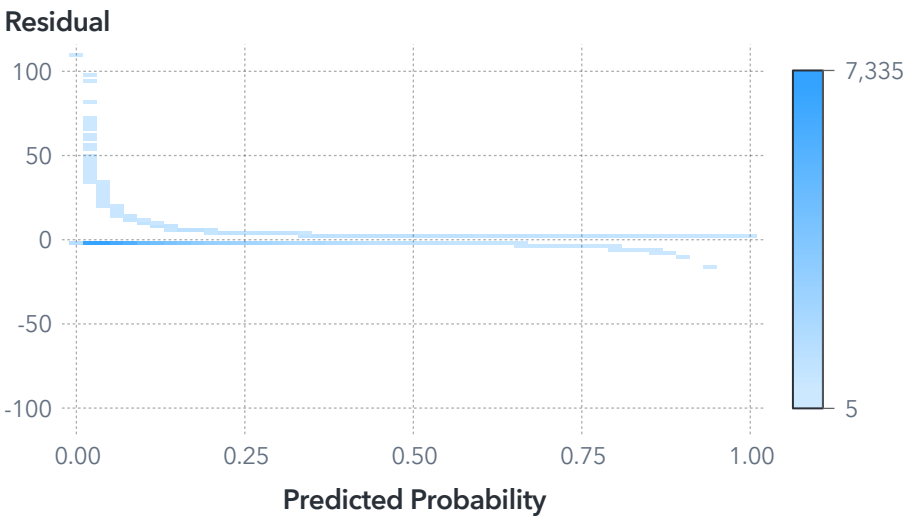


Logistic Regression **Organics Purchase Indicator** (event=1) KS (Youden) **0.4655** Observations Used **96,515** Unused **14,600**

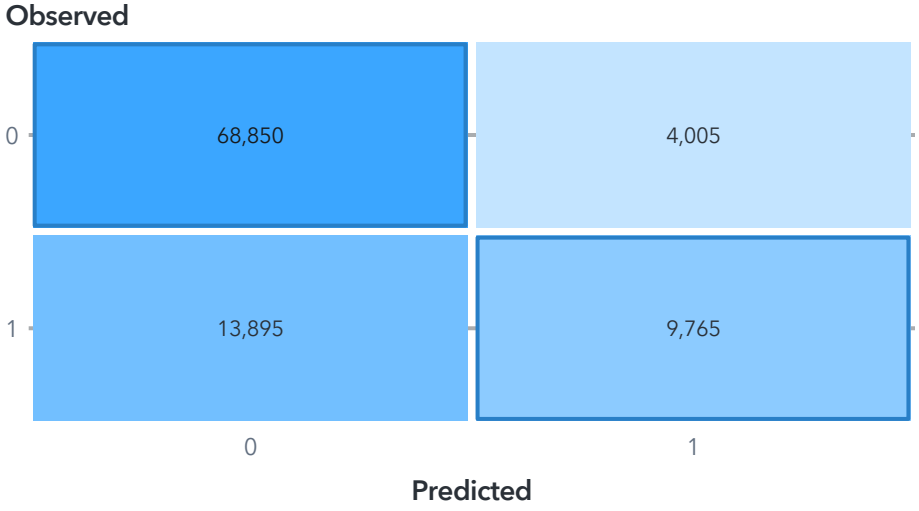
Fit Summary



Residual Plot

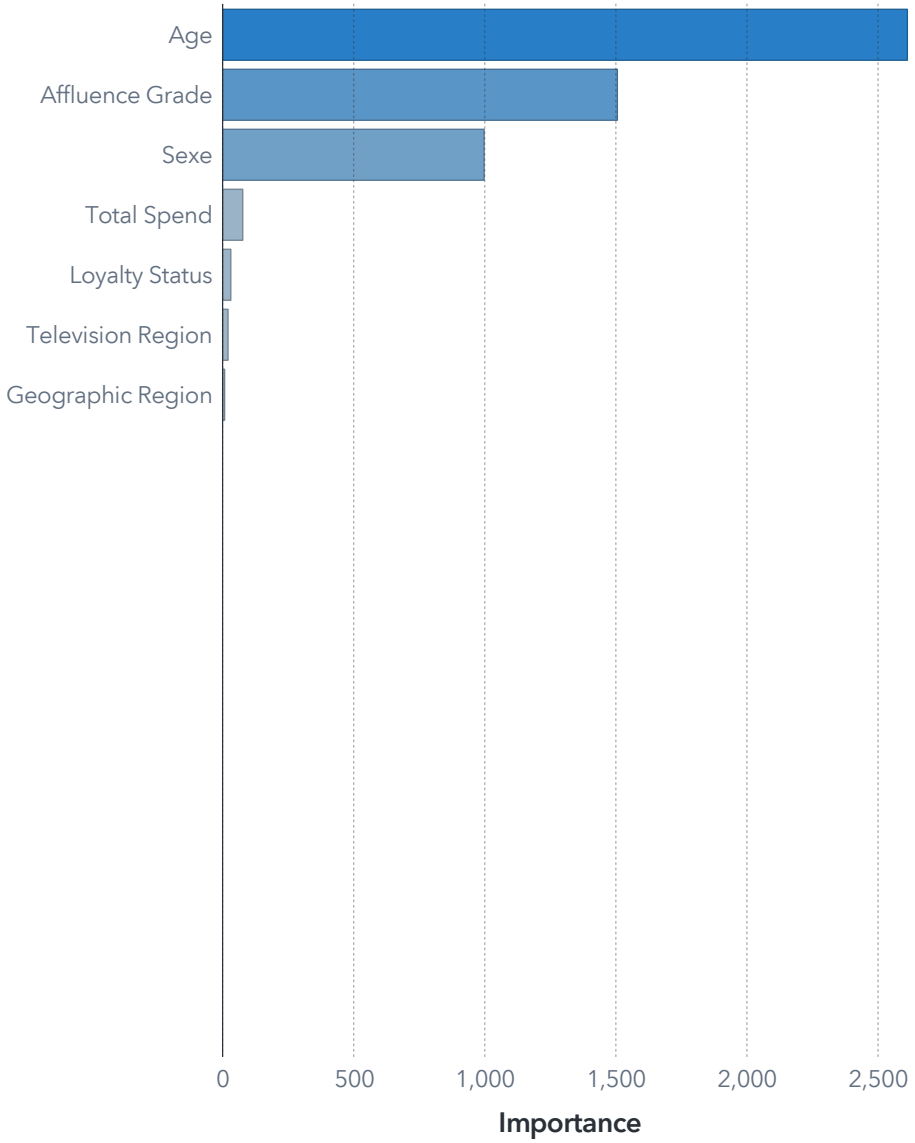


Confusion Matrix

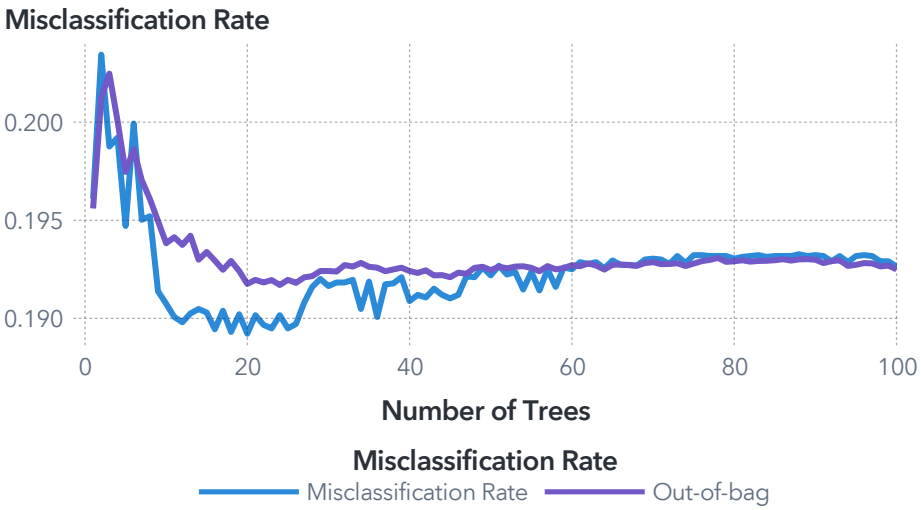


Forest **Organics Purchase Indicator** (event=1) KS (Youden) **0.4643** Observations Used **111,115**

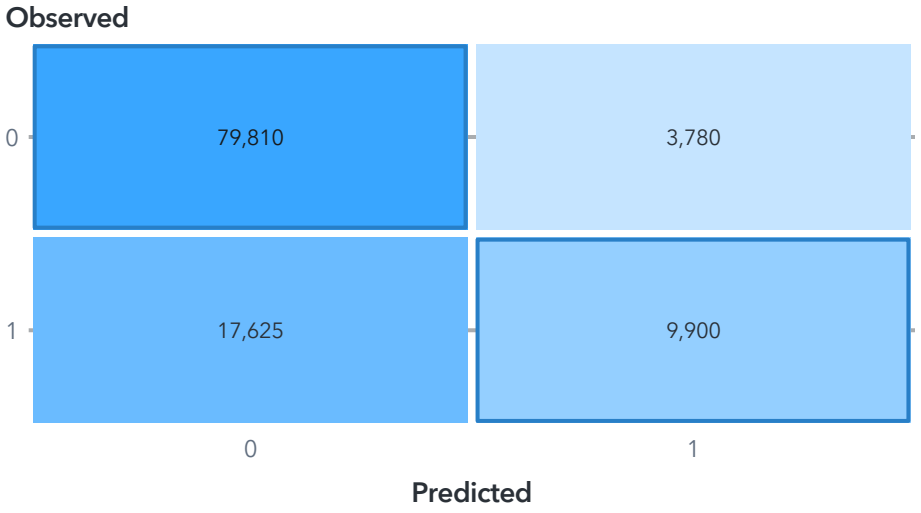
Variable Importance



Error Plot

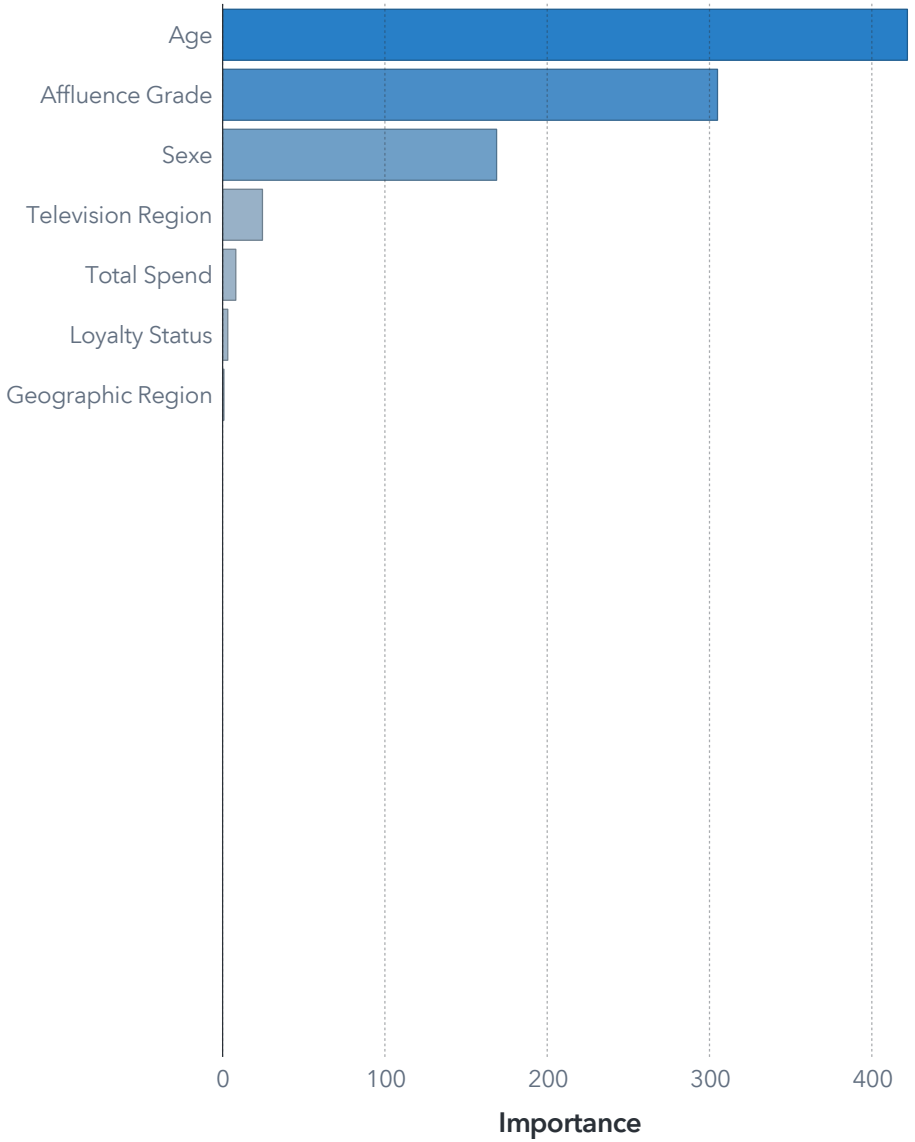


Confusion Matrix

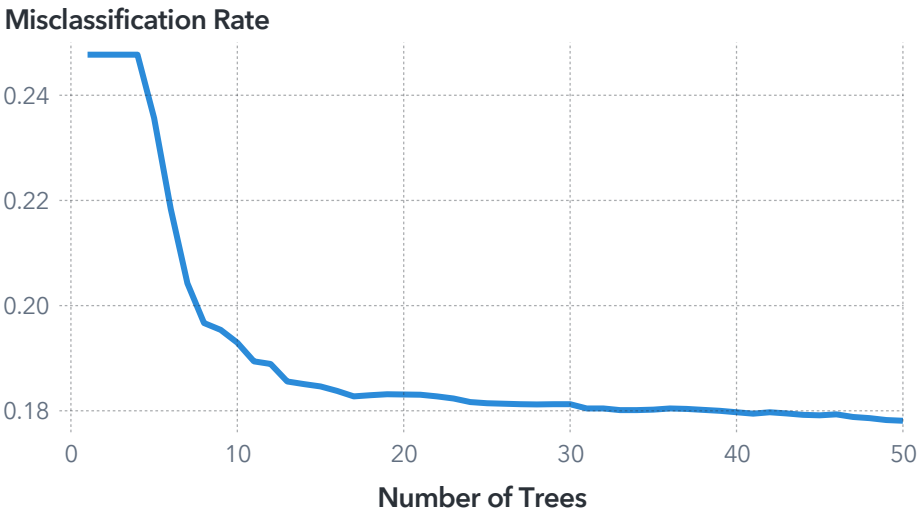


Gradient Boosting **Organics Purchase Indicator** (event=1) KS (Youden) **0.5104** Observations Used **111,115**

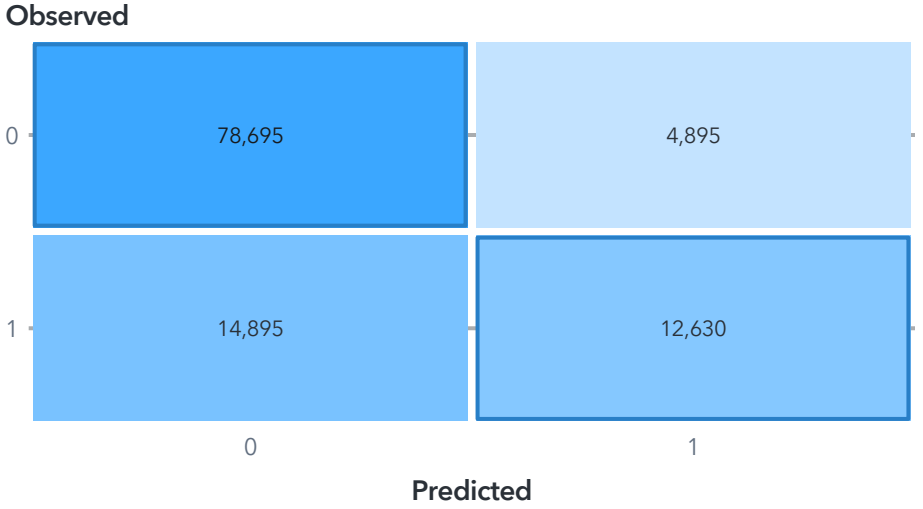
Variable Importance



Iteration Plot

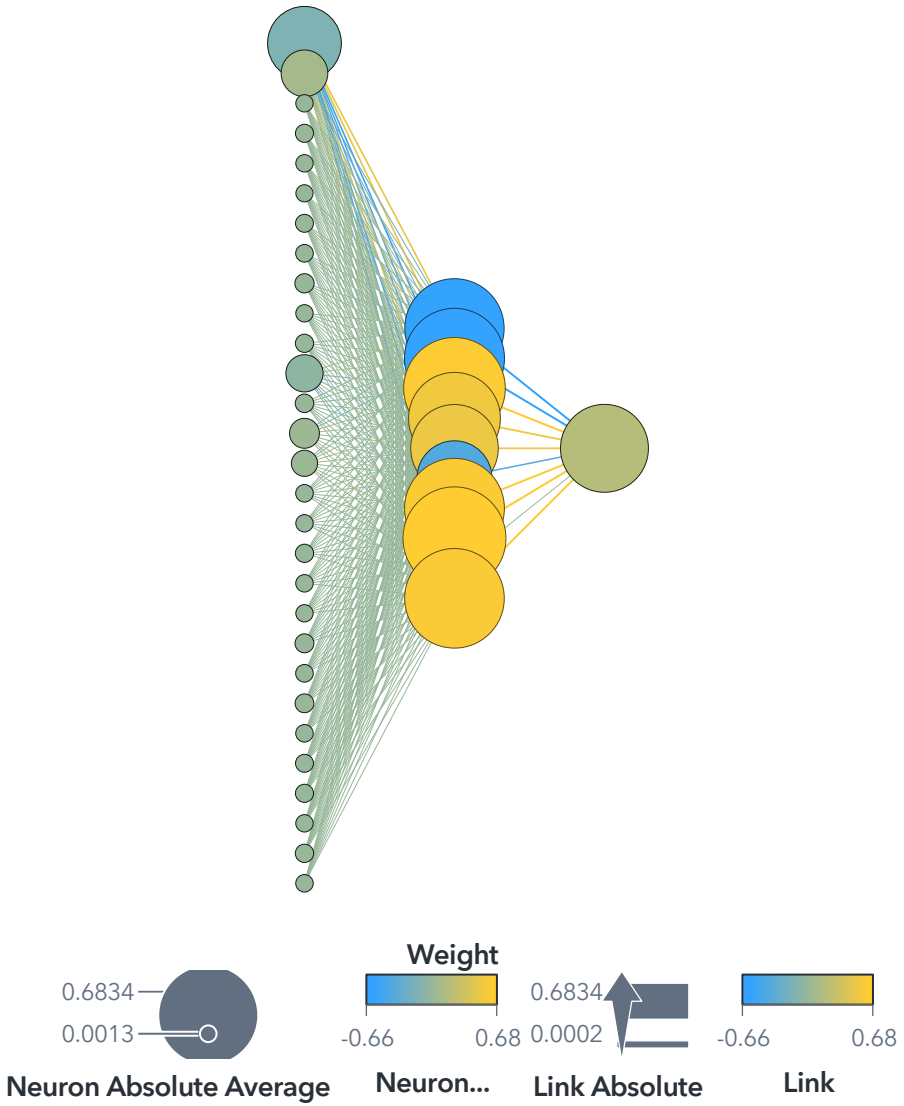


Confusion Matrix

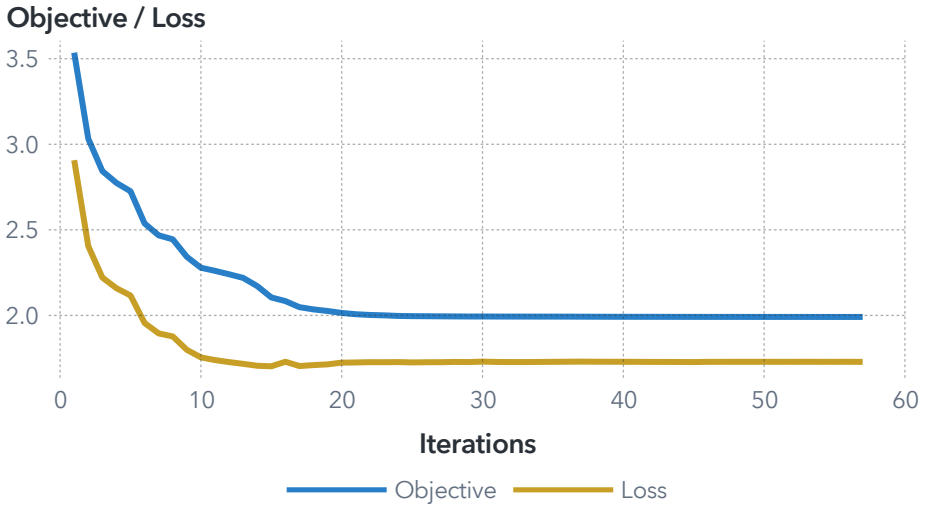


Neural Network **Organics Purchase Indicator** (event=1) KS (Youden) **0.4621** Observations Used **96,515** Unused **14,600**

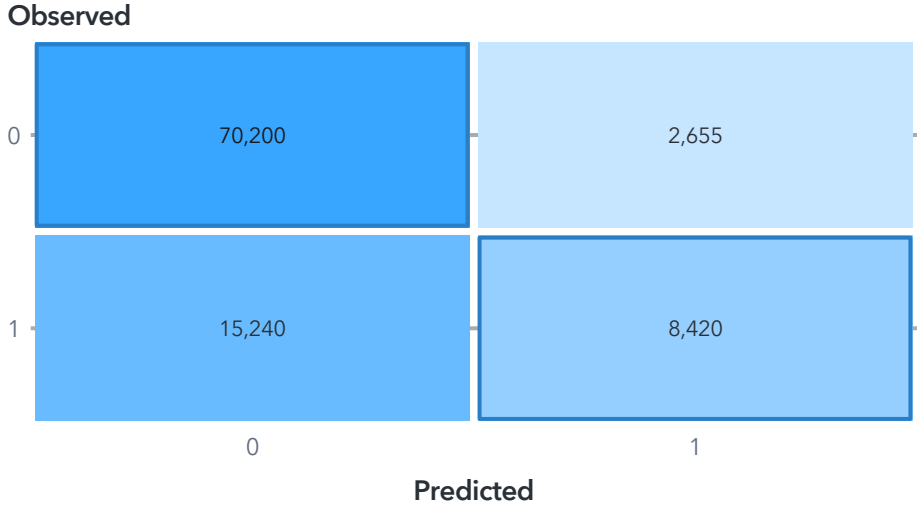
Network



Iteration Plot



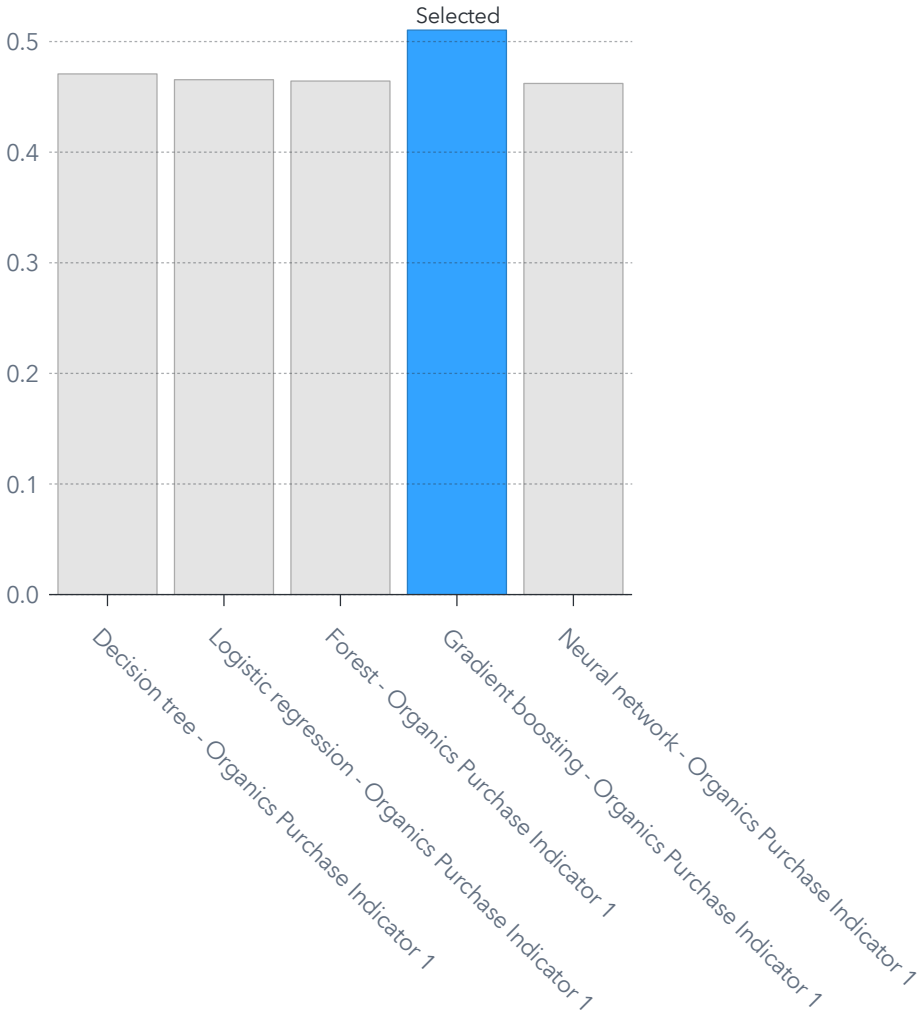
Confusion Matrix



Model Comparison **Organics Purchase Indicator** (event=1)

Fit Statistic

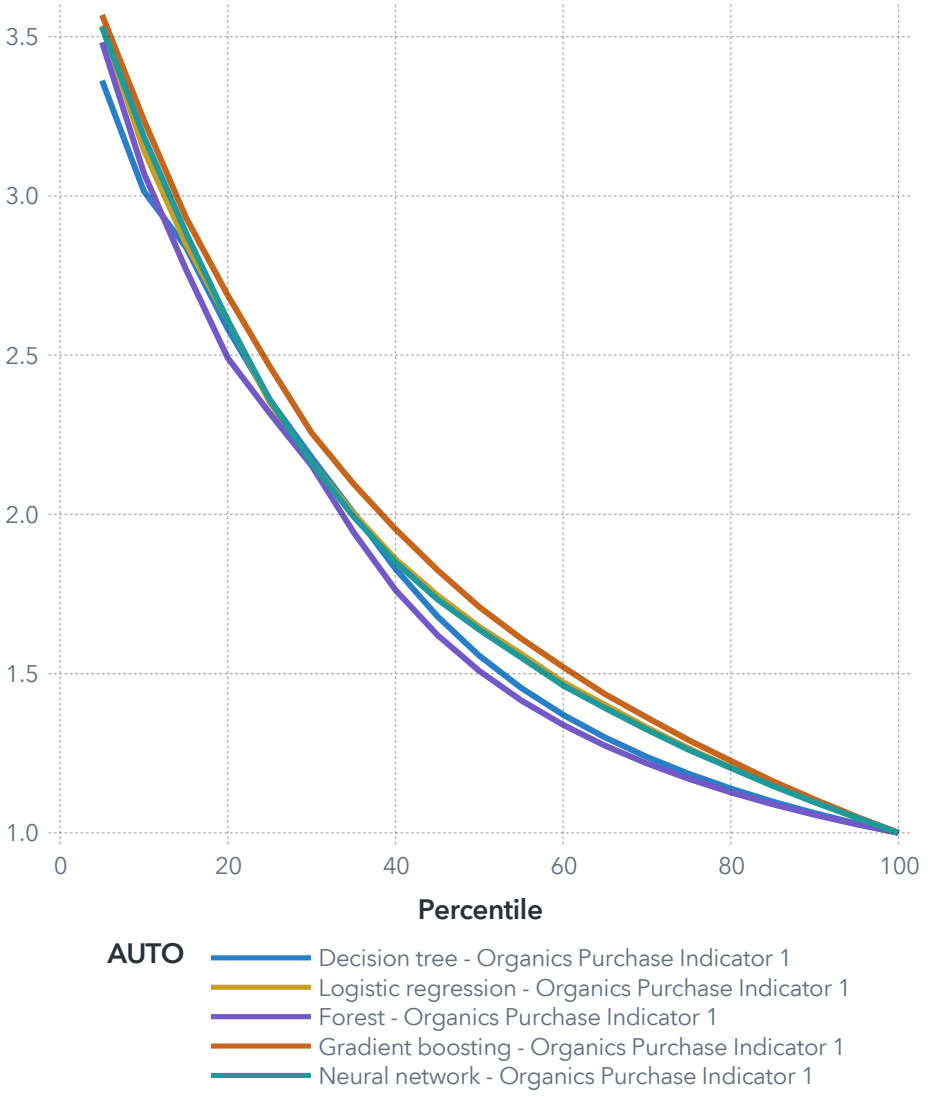
KS (Youden)



A1.1

Lift

Cumulative Lift



Appendix

A1.1 Fit Statistic

Warnings: Number of observations for all models do not match.