Variable Importance

Variable	Percentage of Splits Using Variable
n_children	~50.5
hh_income	~13.5
region2	~11
homeowner	~9.5
wealth_rating	~7
months_since_gift	~3
gift_time_lag	~2
lifetime_gifts	~1.5
median_neighborhood_income	~1
region1	~0.3
lifetime_promotions_received	~0.2
pct_low_income	~0.1
avg_neighborhood_income	
avg_home_value	
region4	
region3	
most_recent_gift	
largest_gift	
female	
average_gift_amount	