Logistic Regression

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	24579	100.0
	Missing Cases	0	.0
	Total	24579	100.0
Unselected Cases		0	.0
Total		24579	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.0	0
1.0	1

Block 0: Beginning Block

Classification Table[a,b]

			Predicted		
			retained		Percentage Correct
Observed			.0	1.0	
Step 0	retained	.0	0	5042	.0
		1.0	0	19537	100.0
	Overall Percentage				79.5

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.355	.016	7352.909	1	.000	3.875

Variables not in the Equation^a

			Score	df	Sig.
Step 0	Variables	esent	12731.964	1	.000
		eopenrate	137.869	1	.000
		eclickrate	59.560	1	.000
		avgorder	.282	1	.596
		ordfreq	1.629	1	.202
		paperless	766.935	1	.000
		refill	258.945	1	.000
		doorstep	116.201	1	.000
		firstorder_1	1488.448	1	.000
		lastorder_1	2091.751	1	.000
		city_CHO	194.863	1	.000
		city_DCX	80.132	1	.000
		city_RIC	1.351	1	.245

a. Residual Chi-Squares are not computed because of redundancies.

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	16728.457	13	.000
	Block	16728.457	13	.000
	Model	16728.457	13	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	8216.202^a	.494	.774

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than .001.

Classification Table^a

		Predicted		
		retained		Percentage Correct
Observed		.0	1.0	
Step 1	retained .0	4195	847	83.2
	1.0	579	18958	97.0
Overall Percentage				94.2

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1^a	esent	.217	.003	4102.852	1	.000	1.243
	eopenrate	.007	.001	44.450	1	.000	1.007
	eclickrate	.013	.002	41.689	1	.000	1.013
	avgorder	-.002	.001	15.361	1	.000	.998
	ordfreq	-.627	.234	7.176	1	.007	.534
	paperless	.320	.101	10.076	1	.002	1.377
	refill	.747	.108	47.611	1	.000	2.111
	doorstep	.974	.168	33.439	1	.000	2.648
	firstorder_1	.000	.000	203.622	1	.000	1.000
	lastorder_1	.000	.000	183.520	1	.000	1.000
	city_CHO	-.194	.141	1.876	1	.171	.824
	city_DCX	-.516	.136	14.478	1	.000	.597
	city_RIC	-.447	.136	10.865	1	.001	.639
	Constant	10.907	19.729	.306	1	.580	54575.754

a. Variable(s) entered on step 1: esent, eopenrate, eclickrate, avgorder, ordfreq, paperless, refill, doorstep, firstorder_1, lastorder_1, city_CHO, city_DCX, city_RIC.