

Selected Model	Predecessor Node	Model Node
Y	Tree2	Tree2
	Tree3	Tree3
	Tree	Tree

Model Description	Target Variable	Target Label
Decision Tree 70/30	TotalSpent	Cat...
Decision Tree 80/20	TotalSpent	Cat...
Decision Tree 60/40	TotalSpent	Cat...

Selection Criterion: Valid: Misclassification Rate

0.281818
0.286689
0.293015

Train: Sum of Frequencies

1028
1175
881

Train: Misclassification Rate

	0.230545
	0.243404
	0.214529

Train: Maximum Absolute Error

0.989691
0.976119
0.993846

Train: Sum of Squared Errors

369.7198
361.0073
299.6062

Train: Average Squared Error

0.119883

0.102413

0.113358

Train: Root Average Squared Error

0.346242

0.320021

0.336687

Train: Divisor for ASE

	3084
	3525
	2643

Train: Total Degrees of Freedom

2056
2350
1762

Valid: Sum of Frequencies

	440
	293
	587

Valid: Misclassification Rate

0.281818

0.286689

0.293015

Valid: Maximum Absolute Error

Valid: Sum of Squared Errors

Valid: Average Squared Error

Valid: Root Average Squared Error

Valid: Divisor for VASE

Train: Roc Index

Train: Gini Coefficient

Train: Kolmogorov-Smirnov Statistic

Train: Kolmogorov-Smirnov Probability Cutoff

Train: Bin-Based Two-Way Kolmogorov-Smirnov Statistic

Train: Bin-Based Two-Way Kolmogorov-Smirnov Probability Cuto

Valid: Roc Index

Valid: Gini Coefficient

Valid: Kolmogorov-Smirnov Statistic

Valid: Kolmogorov-Smirnov Probability Cutoff

Valid: Bin-Based Two-Way Kolmogorov-Smirnov Statistic

Valid: Bin-Based Two-Way Kolmogorov-Smirnov Probability Cuto

Train: Gain	Valid: Gain	Train: Lift

Train: Cumulative Lift	Valid: Lift

Valid: Cumulative Lift

Train: Percent Response

Train: Cumulative Percent Response



Valid: Percent Response

Valid: Cumulative Percent Response



Train: Percent Captured Response

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Train: Cumulative Percent Captured Response



Valid: Percent Captured Response

Valid: Cumulative Percent Captured Response