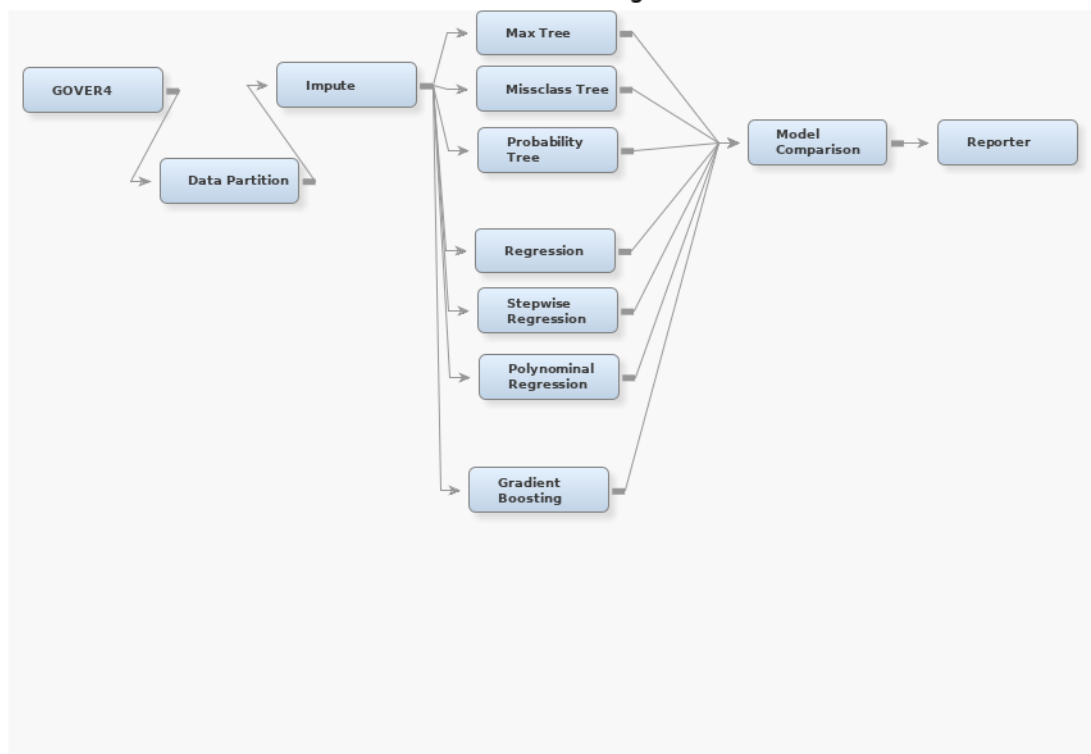# SAS Enterprise Miner Report

User     = u45457357
Date     = 18:55:29  June 04
Project   = My project
Diagram   = Gover

Start Node = Report
Node label = Reporter
Nodes      = PATH
Showall    = N

Format     = PDF
Style      = LISTING



SAS Enterprise Miner Report
Process Flow Diagram

# SAS Enterprise Miner Report

## Node=GOVER4
## Summary

Node id = lds
Node label = GOVER4
Meta path = lds
Notes =

## Node=GOVER4
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | DataSource | | DsCreatedBy | u45457357 | | NBytes | 2360320 | . |
| ApplyIntervalLevelLowerLimit | Y | | DsId | gover | | NCols | 14 | . |
| ApplyMaxClassLevels | Y | | DsModifiedBy | u45457357 | | NObs | 20000 | . |
| ApplyMaxPercentMissing | Y | | DsModifyDate | 1901292998.4 | | NewTable | | |
| CMeta | WORK.M1HC3BRQ | | DsSampleName | | | NewVariableRole | REJECT | |
| ComputeStatistics | N | | DsSampleSize | | | OutputType | VIEW | |
| DBPassThrough | Y | | DsSampleSizeType | | | Role | RAW | TRAIN |
| Data | GOVER.GOVER4 | | DsScope | LOCAL | | Sample | D | |
| DataSelection | DATASOURCE | | IdentifyEmptyColumns | Y | | SampleSizeObs | 10000 | |
| DataSource | gover | | IntervalLowerLimit | 20 | | SampleSizePercent | 20 | |
| DataSourceRole | RAW | | Library | GOVER | | SampleSizeType | PERCENT | |
| Description | | | MaxClassLevels | 20 | | Scope | LOCAL | |
| DropMapVariables | Y | | MaxPercentMissing | 50 | | Segment | | |
| DsCreateDate | 1901292998.4 | | MetaAdvisor | BASIC | | Table | GOVER4 | |

## Node=GOVER4
## Data Attributes

| Attribute | Value | Attribute | Value | Attribute | Value |
|---|---|---|---|---|---|
| Data Name | GOVER4 | Date Created | 31Mar2020:16:37:11 | Data Size | 2360320 |
| Data Type | DATA | Date Modified | 31Mar2020:16:37:11 | Role | RAW |
| Data Label | | Number Rows | 20000 | Segment | |
| Engine | BASE | Number Columns | 14 | Data Library | GOVER |

## Node=GOVER4
## Variables List

| Name | Label | Role | Level | Type | Length | Format | Creator |
|---|---|---|---|---|---|---|---|
| AdsTool | AdsTool | INPUT | NOMINAL | N | 8 | BEST. | |
| Age | Age | INPUT | INTERVAL | N | 8 | BEST. | |
| City | City | INPUT | BINARY | N | 8 | BEST. | |
| ClientID | ClientID | INPUT | INTERVAL | N | 8 | BEST. | |
| Device | Device | INPUT | BINARY | N | 8 | BEST. | |
| Gender | Gender | INPUT | NOMINAL | N | 8 | BEST. | |
| Interest | Interest | INPUT | NOMINAL | N | 8 | BEST. | |
| IsDayVisit | IsDayVisit | INPUT | BINARY | N | 8 | BEST. | |
| OS | OS | INPUT | NOMINAL | N | 8 | BEST. | |
| Registration | Registration | TARGET | BINARY | N | 8 | BEST. | |
| ViewedPage | ViewedPage | INPUT | INTERVAL | N | 8 | BEST. | |

| Name | Label | Role | Level | Type | Length | Format | Creator |
|------|-------|------|-------|------|--------|--------|---------|
| VisitNumber | VisitNumber | INPUT | BINARY | N | 8 | BEST. | |
| VisitPage | VisitPage | INPUT | BINARY | N | 8 | BEST. | |
| VisitTime | VisitTime | INPUT | INTERVAL | N | 8 | BEST. | |

| Name | Label | Role | Level | Type | Length | Format | Creator |
|------|-------|------|-------|------|--------|--------|---------|
| VisitNumber | VisitNumber | INPUT | BINARY | N | 8 | BEST. | |
| VisitPage | VisitPage | INPUT | BINARY | N | 8 | BEST. | |
| VisitTime | VisitTime | INPUT | INTERVAL | N | 8 | BEST. | |

**SAS Enterprise Miner Report**

**Node=Data Partition
Summary**

Node id = Part
Node label = Data Partition
Meta path = Ids => Part
Notes =

**Node=Data Partition
Properties**

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Partition | | Method | DEFAULT | | TestPct | 0 | 30 |
| ClassDistribution | Y | | OutputType | DATA | | TrainPct | 50 | 40 |
| IntervalDistribution | Y | | RandomSeed | 12345 | | ValidatePct | 50 | 30 |

**Node=Data Partition
Variable Summary**

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |

# SAS Enterprise Miner Report

## Node=Impute
## Summary

Node id = Impt
Node label = Impute
Meta path = Ids => Part => Impt
Notes =

## Node=Impute
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Impute | | IndicatorRole | REJECTED | | MinCatSize | 5 | |
| ABWTuning | 9 | | IndicatorSource | IMPUTED | | Normalize | Y | |
| AHUBERTuning | 1.5 | | LeafSize | 5 | | Nrules | 5 | |
| AWAVETuning | 6.2831853072 | | MaxPctMissing | 50 | | Nsurrs | 2 | |
| DefaultChar | | | Maxbranch | 2 | | RandomSeed | 12345 | |
| DefaultNum | . | | Maxdepth | 6 | | ReplaceVariable | N | |
| DistributionMissing | N | | MethodClass | COUNT | | SpacingProportion | 90 | |
| HideVariable | Y | | MethodInterval | MEAN | | Splitsize | . | |
| ImputeNoMissing | N | | MethodTargetClass | NONE | | ValidateTestMissing | N | |
| Indicator | NONE | | MethodTargetInterval | NONE | | | | |

## Node=Impute
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |

# SAS Enterprise Miner Report

## Node=Gradient Boosting
## Summary

Node id = Boost
Node label = Gradient Boosting
Meta path = lds => Part => Impt => Boost
Notes =

## Node=Gradient Boosting
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Boost | | MaxBranch | 2 | | Performance | DISK | |
| AssessMeasure | MISC | PROFIT | MaxDepth | 2 | | Precision | 0 | |
| CategoricalBins | 30 | | Measure | PROFIT | | ReUseVar | 1 | |
| CreateHStat | N | | MinCatSize | 5 | | Seed | 12345 | |
| Exhaustive | 5000 | | Missing | USEINSEARCH | | Shrinkage | 0.1 | |
| Huber | NO | | NSurrs | 0 | | SplitSize | . | |
| IntervalBins | 100 | | NodeSize | 20000 | | SubSeries | BEST | |
| IterationNum | 1 | | NumPairImp | 0 | | ToolType | MODEL | |
| Iterations | 50 | | NumSingleImp | 5 | | TrainProportion | 60 | |
| LeafFraction | 0.001 | | ObsImportance | N | | VarSelection | Y | |

## Node=Gradient Boosting
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |
| ID | INTERVAL | 1 | _dataobs_ |

## Node=Gradient Boosting
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Sum of Case Weights Times Freq | 19998.00 | 20002.00 | . |
| Misclassification Rate | 0.10 | 0.10 | . |
| Maximum Absolute Error | 0.99 | 0.98 | . |
| Sum of Squared Errors | 1564.50 | 1623.01 | . |
| Average Squared Error | 0.08 | 0.08 | . |
| Root Average Squared Error | 0.28 | 0.28 | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Total Degrees of Freedom | 9999.00 | . | . |

## SAS Enterprise Miner Report
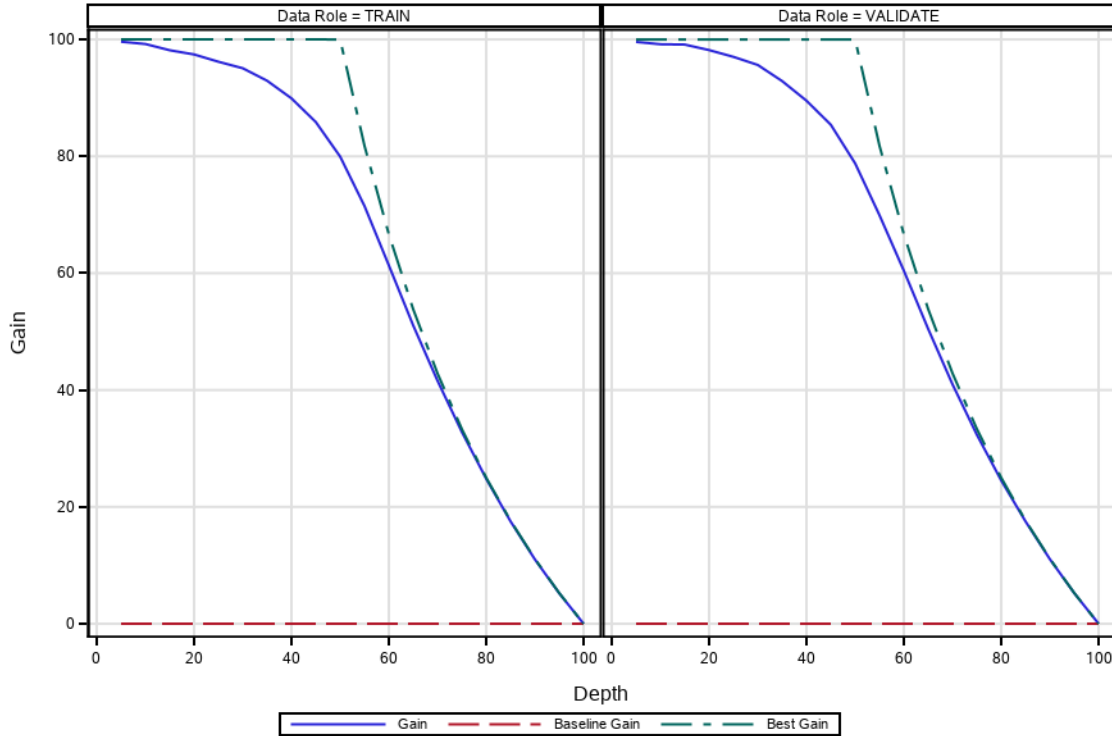### Node=Gradient Boosting
### Subseries Plot
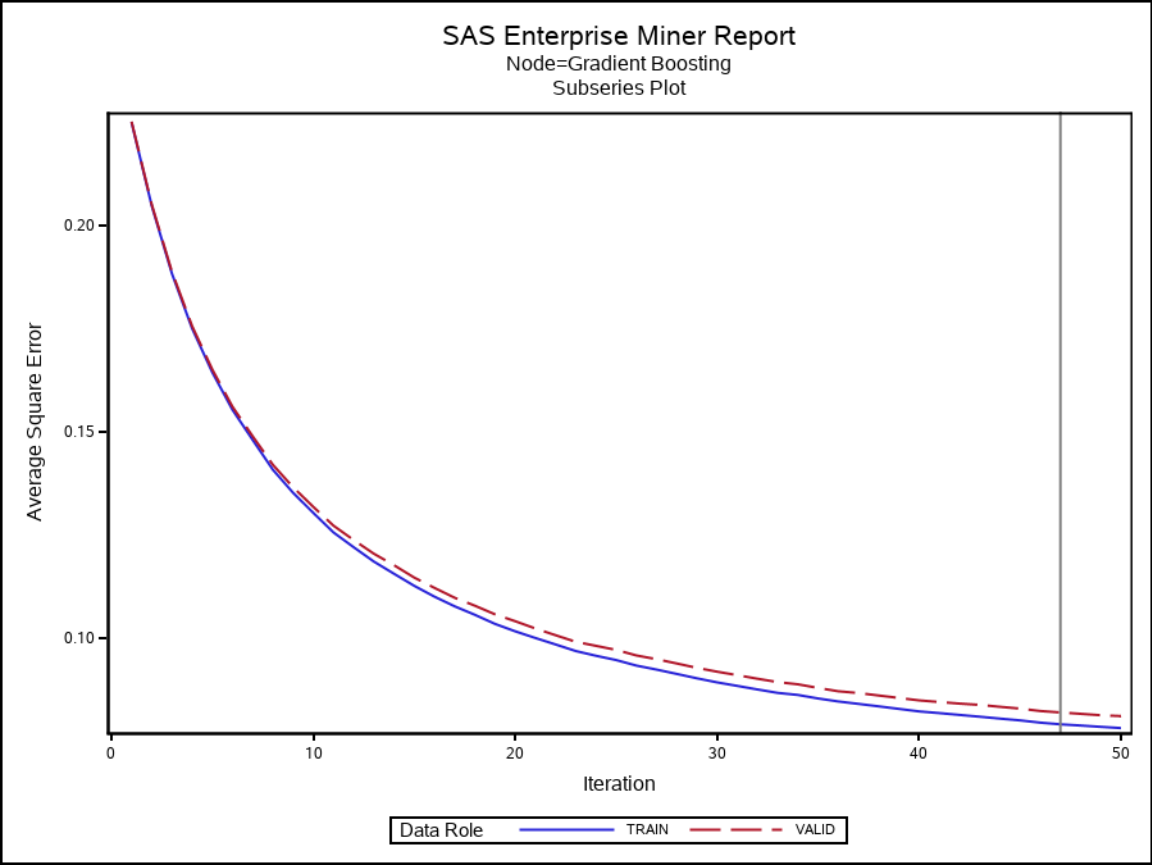


**Node=Gradient Boosting**
**Variable Importance**

| Variable Name | Label | Number of Splitting Rules | Importance | Validation Importance | Ratio of Validation to Training Importance |
|---|---|---|---|---|---|
| Interest | Interest | 36 | 1.00000 | 1.00000 | 1.00000 |
| OS | OS | 35 | 0.66244 | 0.62398 | 0.94195 |
| Age | Age | 25 | 0.34745 | 0.32658 | 0.93994 |
| AdsTool | AdsTool | 19 | 0.26617 | 0.26575 | 0.99843 |
| ViewedPage | ViewedPage | 14 | 0.21257 | 0.21414 | 1.00739 |
| VisitTime | VisitTime | 8 | 0.17105 | 0.17237 | 1.00776 |
| Gender | Gender | 9 | 0.12471 | 0.11919 | 0.95575 |
| IsDayVisit | IsDayVisit | 4 | 0.10124 | 0.10133 | 1.00097 |
| VisitNumber | VisitNumber | 0 | 0.00000 | 0.00000 | . |
| VisitPage | VisitPage | 0 | 0.00000 | 0.00000 | . |
| Device | Device | 0 | 0.00000 | 0.00000 | . |
| City | City | 0 | 0.00000 | 0.00000 | . |

**SAS Enterprise Miner Report**
Node=Gradient Boosting
Model Assessment Scores where TARGET='Registration'



**SAS Enterprise Miner Report**
Node=Gradient Boosting
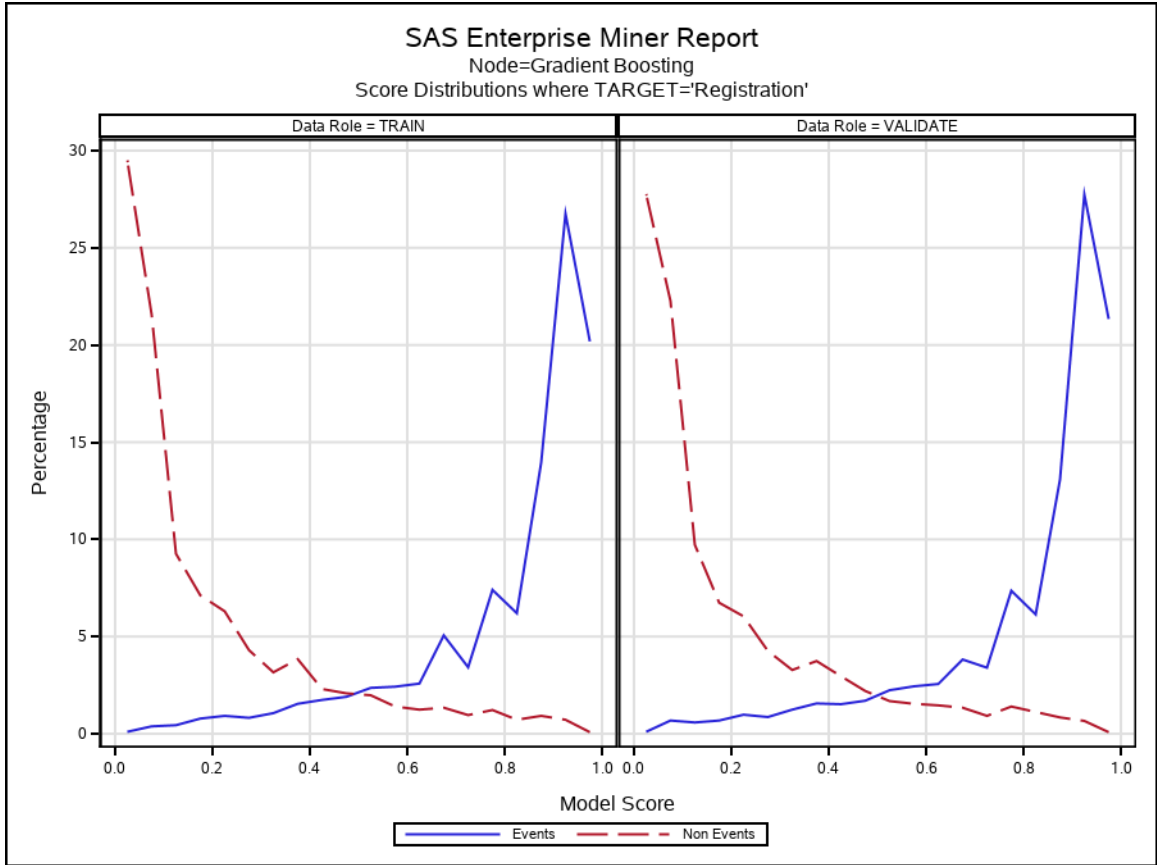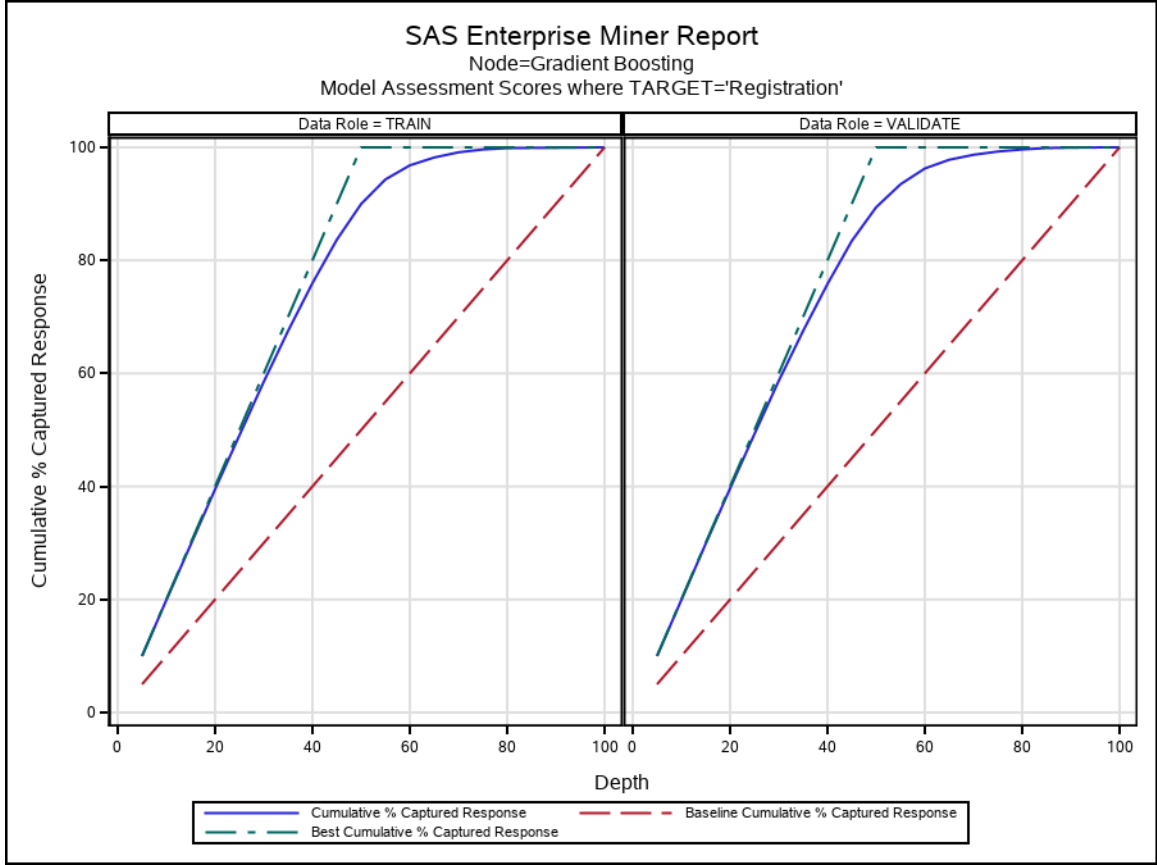Model Assessment Scores where TARGET='Registration'
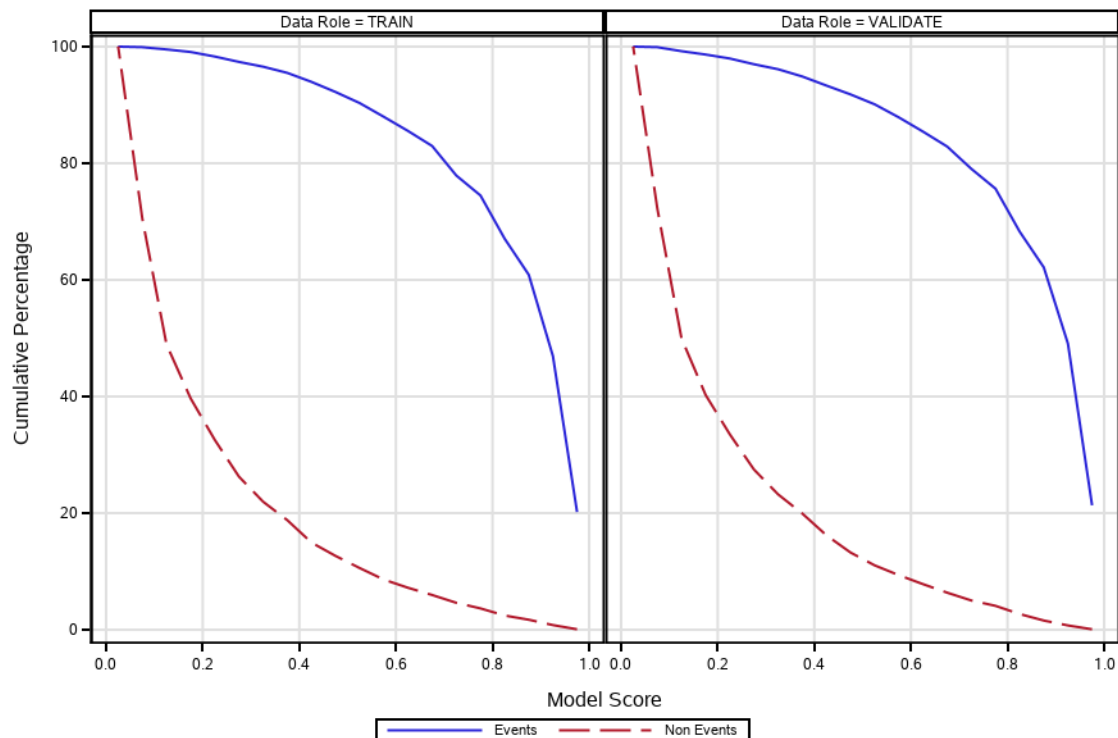
SAS Enterprise Miner Report
Node=Gradient Boosting
Model Assessment Scores where TARGET='Registration'



SAS Enterprise Miner Report
Node=Gradient Boosting
Score Distributions where TARGET='Registration'
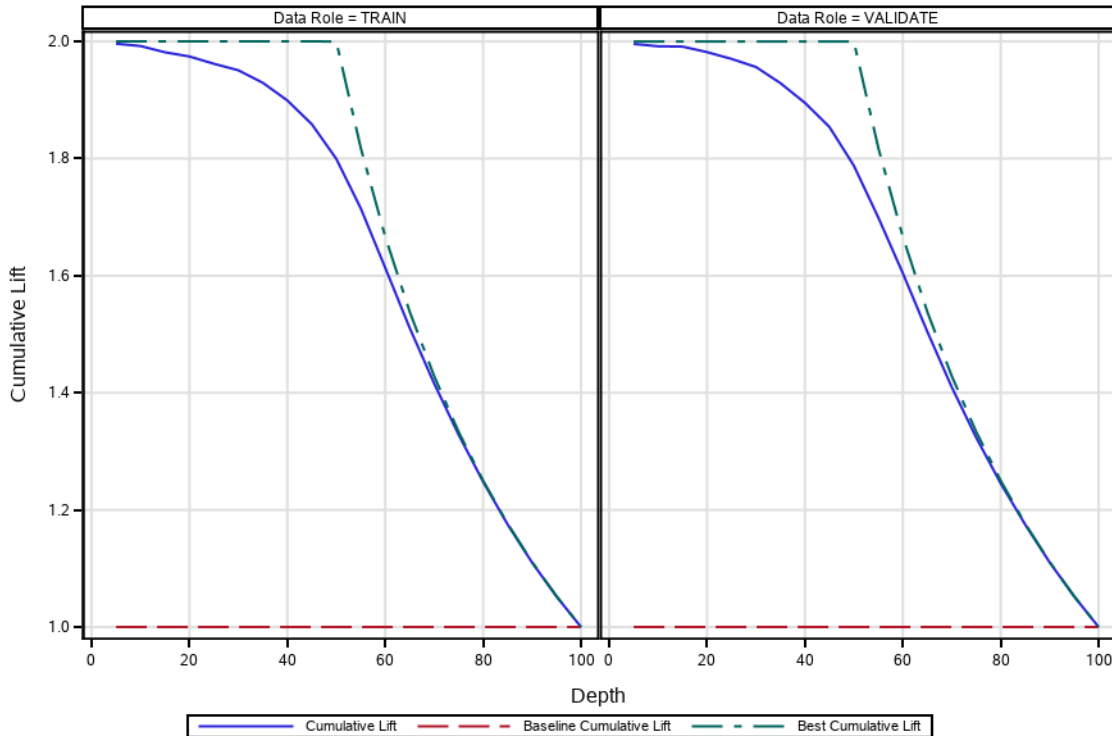
SAS Enterprise Miner Report
Node=Gradient Boosting
Score Distributions where TARGET='Registration'

## Node=Gradient Boosting
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 1009 | 20.1840 | 0.08 | 20.184 | 0.08 |
| 0.90-0.95 | 1337 | 26.7453 | 0.72 | 46.929 | 0.80 |
| 0.85-0.90 | 697 | 13.9428 | 0.92 | 60.872 | 1.72 |
| 0.80-0.85 | 310 | 6.2012 | 0.72 | 67.073 | 2.44 |
| 0.75-0.80 | 370 | 7.4015 | 1.22 | 74.475 | 3.66 |
| 0.70-0.75 | 171 | 3.4207 | 0.96 | 77.896 | 4.62 |
| 0.65-0.70 | 253 | 5.0610 | 1.34 | 82.957 | 5.96 |
| 0.60-0.65 | 129 | 2.5805 | 1.24 | 85.537 | 7.20 |
| 0.55-0.60 | 121 | 2.4205 | 1.40 | 87.958 | 8.60 |
| 0.50-0.55 | 118 | 2.3605 | 1.98 | 90.318 | 10.58 |
| 0.45-0.50 | 95 | 1.9004 | 2.08 | 92.218 | 12.66 |
| 0.40-0.45 | 87 | 1.7403 | 2.30 | 93.959 | 14.96 |
| 0.35-0.40 | 77 | 1.5403 | 3.84 | 95.499 | 18.80 |
| 0.30-0.35 | 53 | 1.0602 | 3.16 | 96.559 | 21.96 |
| 0.25-0.30 | 41 | 0.8202 | 4.30 | 97.379 | 26.26 |
| 0.20-0.25 | 46 | 0.9202 | 6.30 | 98.300 | 32.56 |
| 0.15-0.20 | 39 | 0.7802 | 7.12 | 99.080 | 39.68 |
| 0.10-0.15 | 22 | 0.4401 | 9.26 | 99.520 | 48.94 |
| 0.05-0.10 | 19 | 0.3801 | 21.56 | 99.900 | 70.50 |
| 0.00-0.05 | 5 | 0.1000 | 29.50 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 1067 | 21.3357 | 0.08 | 21.336 | 0.08 |
| 0.90-0.95 | 1387 | 27.7345 | 0.66 | 49.070 | 0.74 |
| 0.85-0.90 | 654 | 13.0774 | 0.84 | 62.148 | 1.58 |
| 0.80-0.85 | 307 | 6.1388 | 1.12 | 68.286 | 2.70 |
| 0.75-0.80 | 368 | 7.3585 | 1.40 | 75.645 | 4.10 |
| 0.70-0.75 | 170 | 3.3993 | 0.92 | 79.044 | 5.02 |
| 0.65-0.70 | 191 | 3.8192 | 1.34 | 82.863 | 6.36 |
| 0.60-0.65 | 128 | 2.5595 | 1.46 | 85.423 | 7.82 |
| 0.55-0.60 | 122 | 2.4395 | 1.54 | 87.862 | 9.36 |
| 0.50-0.55 | 112 | 2.2396 | 1.68 | 90.102 | 11.04 |
| 0.45-0.50 | 85 | 1.6997 | 2.20 | 91.802 | 13.24 |
| 0.40-0.45 | 76 | 1.5197 | 2.96 | 93.321 | 16.20 |
| 0.35-0.40 | 78 | 1.5597 | 3.74 | 94.881 | 19.94 |
| 0.30-0.35 | 62 | 1.2398 | 3.28 | 96.121 | 23.22 |
| 0.25-0.30 | 43 | 0.8598 | 4.26 | 96.981 | 27.48 |
| 0.20-0.25 | 49 | 0.9798 | 6.04 | 97.960 | 33.52 |
| 0.15-0.20 | 34 | 0.6799 | 6.74 | 98.640 | 40.26 |
| 0.10-0.15 | 29 | 0.5799 | 9.72 | 99.220 | 49.98 |
| 0.05-0.10 | 34 | 0.6799 | 22.26 | 99.900 | 72.24 |
| 0.00-0.05 | 5 | 0.1000 | 27.76 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

# SAS Enterprise Miner Report

## Node=Polynominal Regression Summary

Node id = Reg4
Node label = Polynominal Regression
Meta path = Ids => Part => Impt => Reg4
Notes =

## Node=Polynominal Regression Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Regression | | Force | 0 | | PolynomialDegree | 2 | |
| AbsConvValue | -1.34078E154 | -7.237006E75 | GConvTimes | 1 | | PrintDesignMatrix | N | |
| AbsFTime | 1 | | GConvValue | 1E-6 | | Rule | NONE | |
| AbsFValue | 0 | | Hierarchy | CLASS | | SASSPDS | N | |
| AbsGTime | 1 | | InputCoding | DEVIATION | | SelectionCriterion | VMISC | DEFAULT |
| AbsGValue | 0.00001 | | Interactions | | | SelectionDefault | N | Y |
| AbsXTime | 1 | | LinkFunction | LOGIT | | Sequential | N | |
| AbsXValue | 1E-8 | | MainEffect | Y | | Simple | N | |
| ClParm | N | | MaxCPUTime | 1 HOUR | | SIEntry | 1 | 0.05 |
| ConvDefaults | Y | | MaxFunctionCalls | . | | SIStay | 0.5 | 0.05 |
| CorB | N | | MaxIterations | . | | Start | 0 | |
| CovB | N | | MaxStep | 28 | . | StepOutput | N | |
| Covout | N | | MinResourceUse | N | | Stop | 0 | |
| Details | N | | ModelDefaults | Y | | SuppressIntercept | N | |
| Error | LOGISTIC | | ModelSelection | STEPWISE | NONE | SuppressOutput | N | |
| ExcludedVariable | REJECT | | OptimizationTechnique | DEFAULT | | Terms | Y | N |
| FConvTimes | 1 | | Performance | N | | TwoFactor | Y | N |
| FConvValue | 0 | | Polynomial | Y | N | | | |

## Node=Polynominal Regression Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |

## Node=Polynominal Regression Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Akaike's Information Criterion | 4883.65 | . | . |
| Average Squared Error | 0.07 | 0.07 | . |
| Average Error Function | 0.24 | 0.25 | . |
| Degrees of Freedom for Error | 9968.00 | . | . |
| Model Degrees of Freedom | 31.00 | . | . |

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Total Degrees of Freedom | 9999.00 | . | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Error Function | 4821.65 | 4959.03 | . |
| Final Prediction Error | 0.07 | . | . |
| Maximum Absolute Error | 1.00 | 1.00 | . |
| Mean Square Error | 0.07 | 0.07 | . |
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Number of Estimate Weights | 31.00 | . | . |
| Root Average Sum of Squares | 0.27 | 0.27 | . |
| Root Final Prediction Error | 0.27 | . | . |
| Root Mean Squared Error | 0.27 | 0.27 | . |
| Schwarz's Bayesian Criterion | 5107.17 | . | . |
| Sum of Squared Errors | 1457.16 | 1489.66 | . |
| Sum of Case Weights Times Freq | 19998.00 | 20002.00 | . |
| Misclassification Rate | 0.10 | 0.10 | . |



SAS Enterprise Miner Report
Node=Polynominal Regression
Regression Model Effects
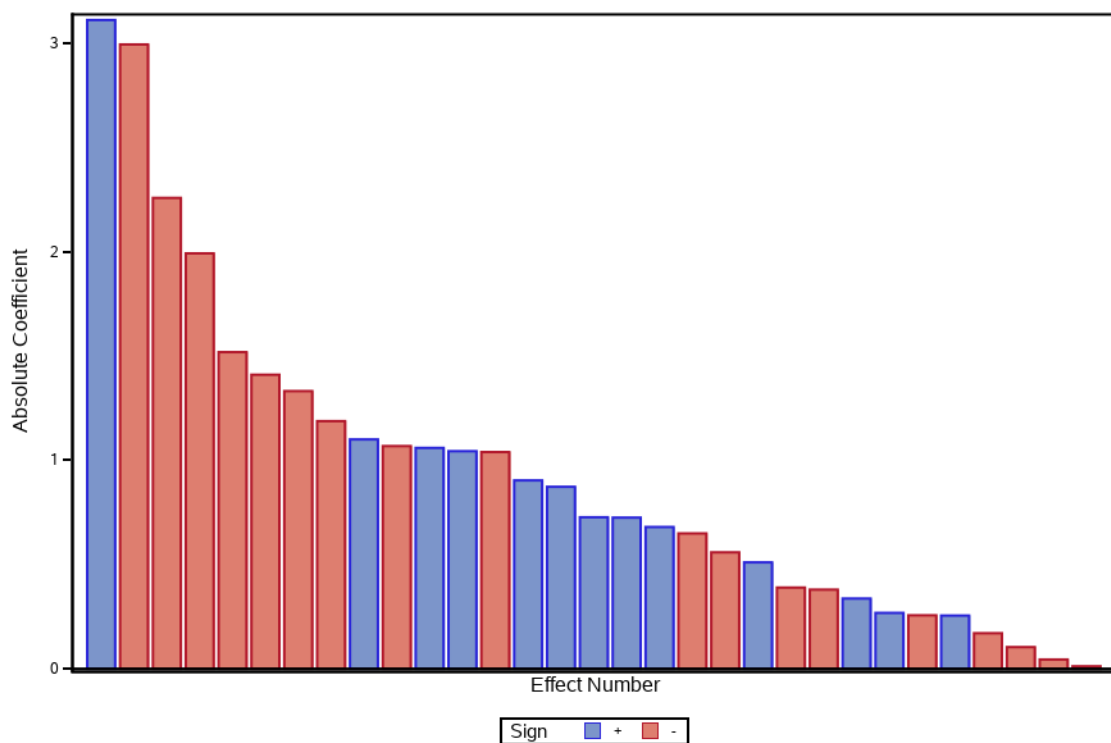
| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Interest | 0 | 3.11042 | 38.7087 | 0.00000 | 17 | Gender*OS | | 0.72455 | 0.3509 | 0.72568 |
| 2 | OS | 2 | -2.99326 | -1.4499 | 0.14708 | 18 | AdsTool | 1 | 0.67956 | 8.9476 | 0.00000 |
| 3 | Gender*OS | | -2.25753 | -0.5469 | 0.58443 | 19 | Age | | -0.64876 | -22.4029 | 0.00000 |
| 4 | Gender*OS | | -1.99158 | -0.4825 | 0.62945 | 20 | OS | 0 | -0.55803 | -0.2703 | 0.78689 |
| 5 | Interest | 8 | -1.51800 | -8.2380 | 0.00000 | 21 | Interest | 3 | 0.50992 | 4.4963 | 0.00001 |
| 6 | Gender*OS | | -1.40966 | -0.3415 | 0.73273 | 22 | AdsTool | 2 | -0.38917 | -4.3675 | 0.00001 |
| 7 | Interest | 7 | -1.33113 | -7.5332 | 0.00000 | 23 | Interest | 5 | -0.37924 | -2.5880 | 0.00965 |
| 8 | Interest | 6 | -1.18714 | -6.9098 | 0.00000 | 24 | VisitTime | | 0.33651 | 7.8915 | 0.00000 |
| 9 | AdsTool | 0 | 1.09948 | 15.2644 | 0.00000 | 25 | OS | 1 | 0.26771 | 0.1297 | 0.89681 |

**SAS Enterprise Miner Report**
**Node=Polynominal Regression**
**Regression Model Effects**

| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 10 | Intercept | 1 | -1.06755 | -0.5145 | 0.60691 | 26 | Gender | 1 | -0.25608 | -0.1241 | 0.90125 |
| 11 | Gender*OS | | 1.05879 | 0.5127 | 0.60815 | 27 | Interest | 4 | 0.25484 | 2.1240 | 0.03367 |
| 12 | Gender | 0 | 1.04306 | 0.2528 | 0.80045 | 28 | AdsTool | 3 | -0.17022 | -1.8860 | 0.05929 |
| 13 | AdsTool | 4 | -1.03883 | -9.0837 | 0.00000 | 29 | IsDayVisit | 0 | -0.10373 | -1.5753 | 0.11518 |
| 14 | Gender*OS | | 0.90296 | 0.4373 | 0.66190 | 30 | ViewedPage*ViewedPage | | -0.04420 | -13.0449 | 0.00000 |
| 15 | Interest | 1 | 0.87230 | 8.6058 | 0.00000 | 31 | VisitTime*VisitTime | | -0.01179 | -7.0539 | 0.00000 |
| 16 | Interest | 2 | 0.72632 | 6.5128 | 0.00000 | . | | | . | . | . |
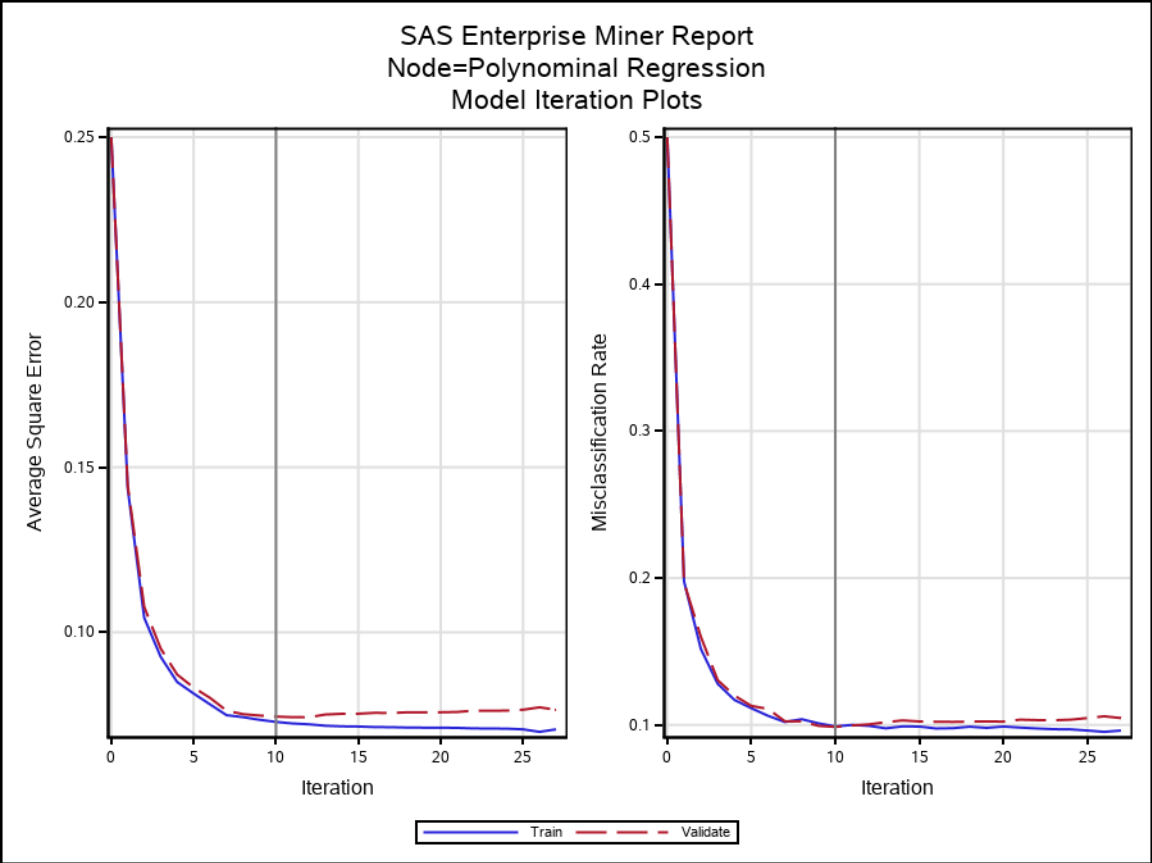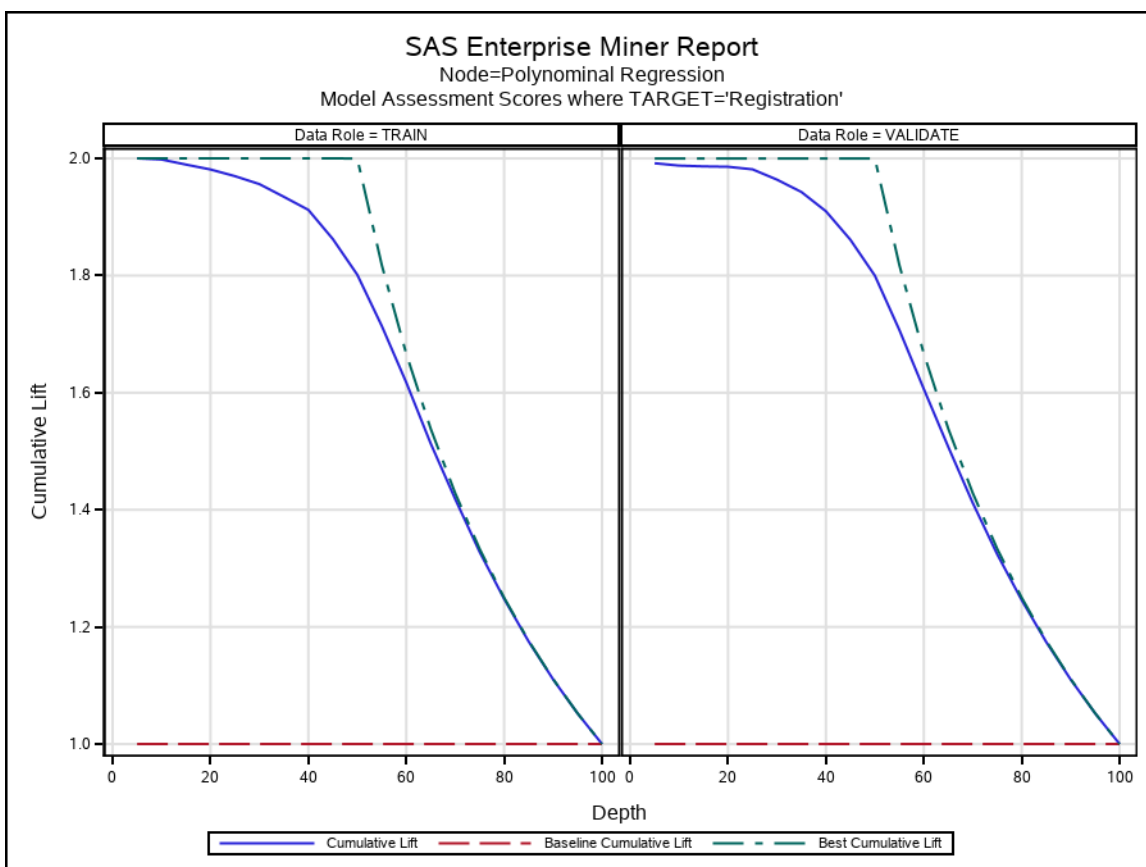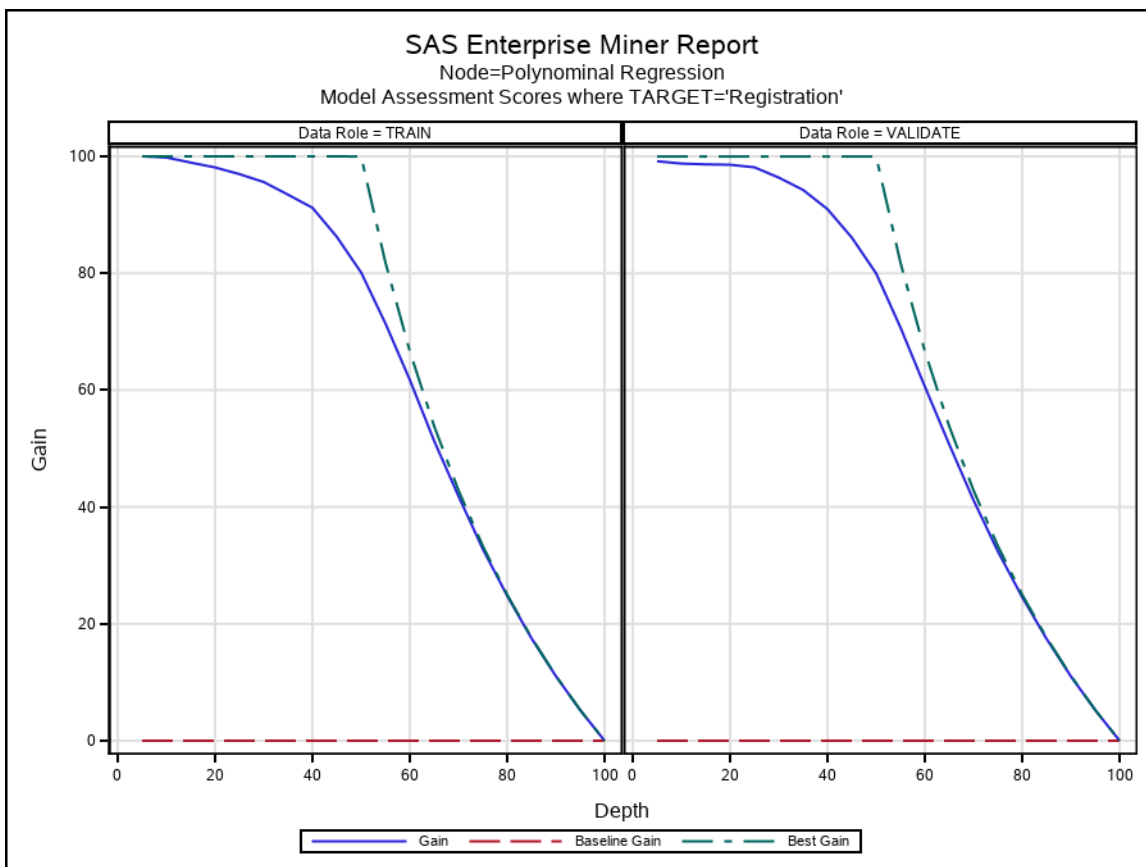
# SAS Enterprise Miner Report

Node=Polynominal Regression
Model Assessment Scores where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |



Gain

Depth

Gain — Baseline Gain — Best Gain

# SAS Enterprise Miner Report

Node=Polynominal Regression
Model Assessment Scores where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |



Cumulative Lift

Depth

Cumulative Lift — Baseline Cumulative Lift — Best Cumulative Lift

SAS Enterprise Miner Report
Node=Polynominal Regression
Model Assessment Scores where TARGET='Registration'
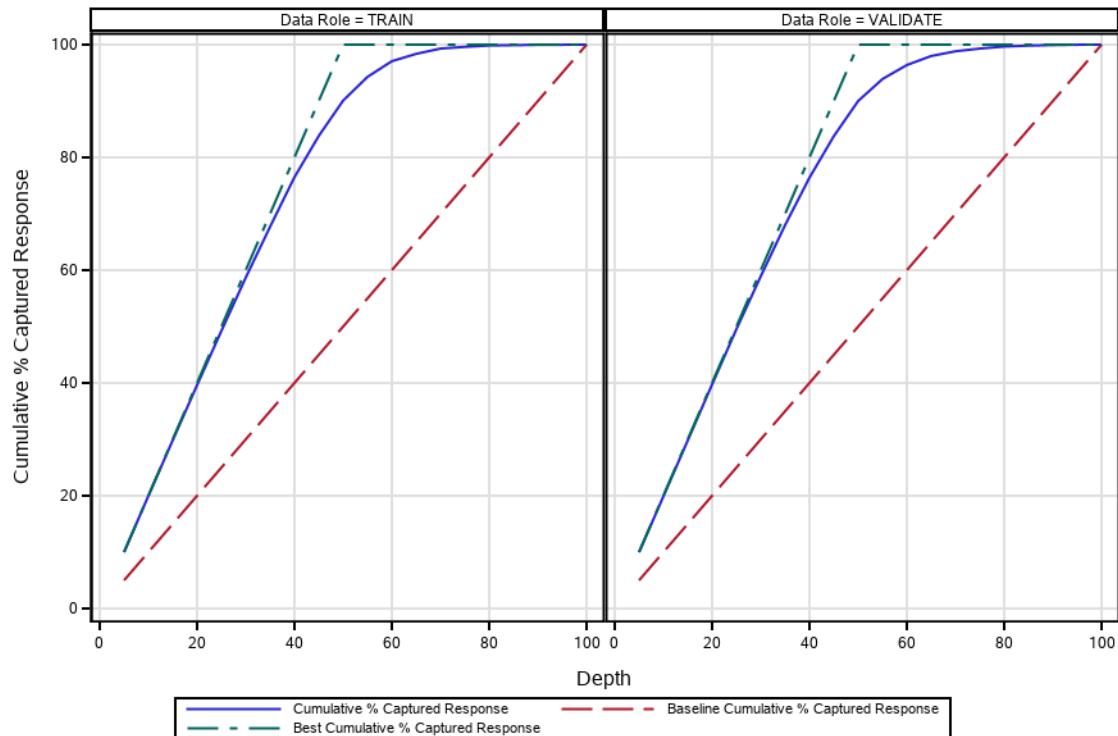


SAS Enterprise Miner Report
Node=Polynominal Regression
Score Distributions where TARGET='Registration'
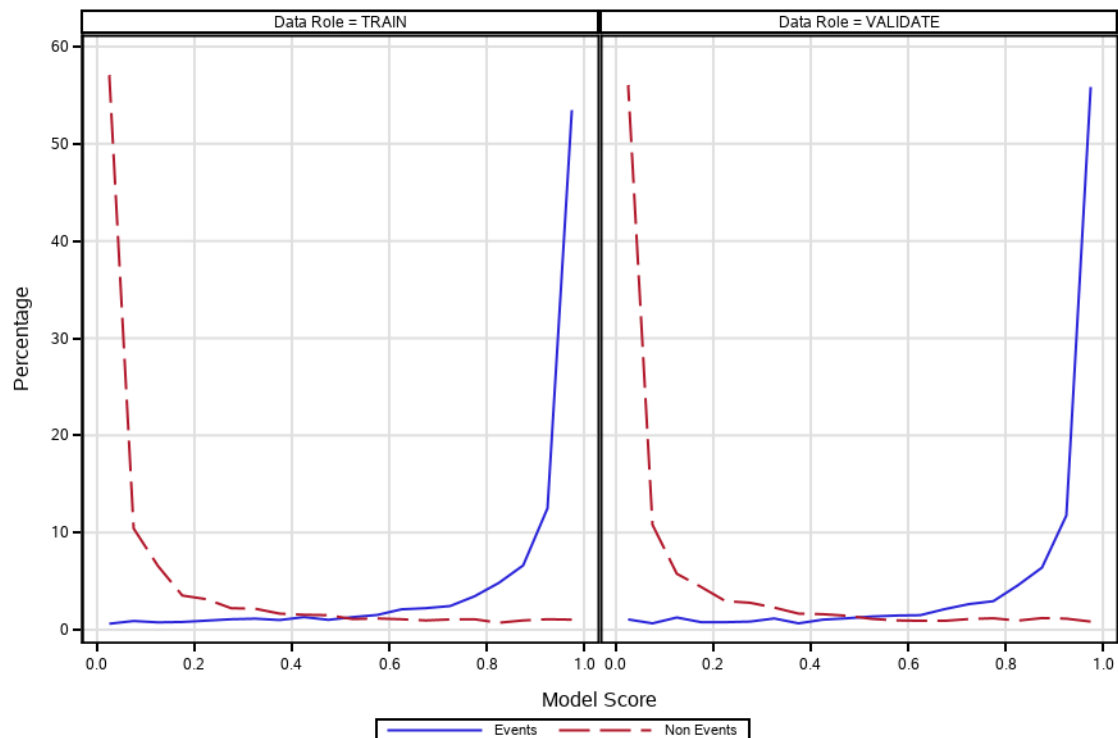
SAS Enterprise Miner Report
Node=Polynominal Regression
Score Distributions where TARGET='Registration'
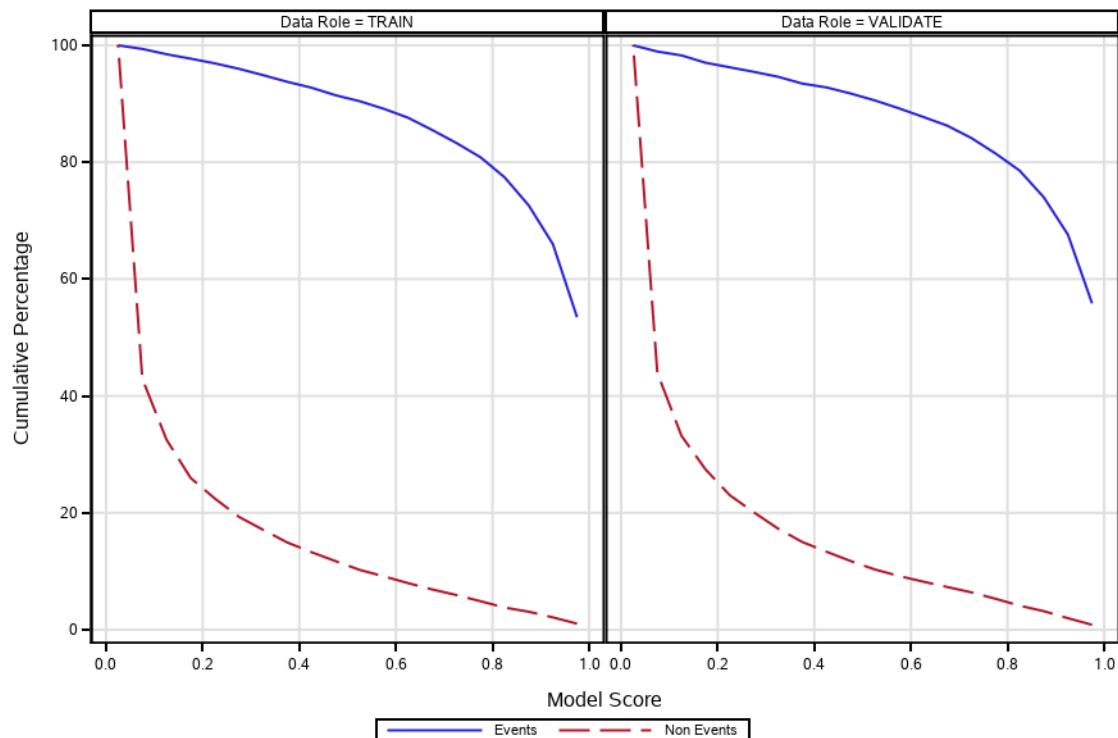
## Node=Polynominal Regression
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2673 | 53.4707 | 1.04 | 53.471 | 1.04 |
| 0.90-0.95 | 625 | 12.5025 | 1.08 | 65.973 | 2.12 |
| 0.85-0.90 | 331 | 6.6213 | 0.96 | 72.595 | 3.08 |
| 0.80-0.85 | 241 | 4.8210 | 0.72 | 77.415 | 3.80 |
| 0.75-0.80 | 172 | 3.4407 | 1.08 | 80.856 | 4.88 |
| 0.70-0.75 | 122 | 2.4405 | 1.06 | 83.297 | 5.94 |
| 0.65-0.70 | 111 | 2.2204 | 0.96 | 85.517 | 6.90 |
| 0.60-0.65 | 105 | 2.1004 | 1.08 | 87.618 | 7.98 |
| 0.55-0.60 | 76 | 1.5203 | 1.16 | 89.138 | 9.14 |
| 0.50-0.55 | 65 | 1.3003 | 1.10 | 90.438 | 10.24 |
| 0.45-0.50 | 51 | 1.0202 | 1.50 | 91.458 | 11.74 |
| 0.40-0.45 | 65 | 1.3003 | 1.54 | 92.759 | 13.28 |
| 0.35-0.40 | 50 | 1.0002 | 1.66 | 93.759 | 14.94 |
| 0.30-0.35 | 57 | 1.1402 | 2.16 | 94.899 | 17.10 |
| 0.25-0.30 | 54 | 1.0802 | 2.22 | 95.979 | 19.32 |
| 0.20-0.25 | 47 | 0.9402 | 3.14 | 96.919 | 22.46 |
| 0.15-0.20 | 40 | 0.8002 | 3.52 | 97.720 | 25.98 |
| 0.10-0.15 | 38 | 0.7602 | 6.56 | 98.480 | 32.54 |
| 0.05-0.10 | 45 | 0.9002 | 10.42 | 99.380 | 42.96 |
| 0.00-0.05 | 31 | 0.6201 | 57.04 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2793 | 55.8488 | 0.84 | 55.849 | 0.84 |
| 0.90-0.95 | 588 | 11.7576 | 1.14 | 67.606 | 1.98 |
| 0.85-0.90 | 320 | 6.3987 | 1.20 | 74.005 | 3.18 |
| 0.80-0.85 | 228 | 4.5591 | 0.94 | 78.564 | 4.12 |
| 0.75-0.80 | 147 | 2.9394 | 1.18 | 81.504 | 5.30 |
| 0.70-0.75 | 132 | 2.6395 | 1.10 | 84.143 | 6.40 |
| 0.65-0.70 | 106 | 2.1196 | 0.92 | 86.263 | 7.32 |
| 0.60-0.65 | 75 | 1.4997 | 0.92 | 87.762 | 8.24 |
| 0.55-0.60 | 73 | 1.4597 | 0.96 | 89.222 | 9.20 |
| 0.50-0.55 | 68 | 1.3597 | 1.12 | 90.582 | 10.32 |
| 0.45-0.50 | 59 | 1.1798 | 1.44 | 91.762 | 11.76 |
| 0.40-0.45 | 52 | 1.0398 | 1.60 | 92.801 | 13.36 |
| 0.35-0.40 | 33 | 0.6599 | 1.66 | 93.461 | 15.02 |
| 0.30-0.35 | 58 | 1.1598 | 2.28 | 94.621 | 17.30 |
| 0.25-0.30 | 42 | 0.8398 | 2.78 | 95.461 | 20.08 |
| 0.20-0.25 | 39 | 0.7798 | 2.94 | 96.241 | 23.02 |
| 0.15-0.20 | 39 | 0.7798 | 4.40 | 97.021 | 27.42 |
| 0.10-0.15 | 63 | 1.2597 | 5.76 | 98.280 | 33.18 |
| 0.05-0.10 | 33 | 0.6599 | 10.80 | 98.940 | 43.98 |
| 0.00-0.05 | 53 | 1.0598 | 56.02 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

# SAS Enterprise Miner Report

## Node=Stepwise Regression
## Summary

Node id = Reg2
Node label = Stepwise Regression
Meta path = lds => Part => Impt => Reg2
Notes =

## Node=Stepwise Regression
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Regression | | Force | 0 | | PolynomialDegree | 2 | |
| AbsConvValue | -1.34078E154 | -7.237006E75 | GConvTimes | 1 | | PrintDesignMatrix | N | |
| AbsFTime | 1 | | GConvValue | 1E-6 | | Rule | NONE | |
| AbsFValue | 0 | | Hierarchy | CLASS | | SASSPDS | N | |
| AbsGTime | 1 | | InputCoding | DEVIATION | | SelectionCriterion | VMISC | DEFAULT |
| AbsGValue | 0.00001 | | Interactions | | | SelectionDefault | N | Y |
| AbsXTime | 1 | | LinkFunction | LOGIT | | Sequential | N | |
| AbsXValue | 1E-8 | | MainEffect | Y | | Simple | N | |
| ClParm | N | | MaxCPUTime | 1 HOUR | | SlEntry | 1 | 0.05 |
| ConvDefaults | Y | | MaxFunctionCalls | . | | SlStay | 0.5 | 0.05 |
| CorB | N | | MaxIterations | . | | Start | 0 | |
| CovB | N | | MaxStep | 28 | . | StepOutput | N | |
| Covout | N | | MinResourceUse | N | | Stop | 0 | |
| Details | N | | ModelDefaults | Y | | SuppressIntercept | N | |
| Error | LOGISTIC | | ModelSelection | STEPWISE | NONE | SuppressOutput | N | |
| ExcludedVariable | REJECT | | OptimizationTechnique | DEFAULT | | Terms | N | |
| FConvTimes | 1 | | Performance | N | | TwoFactor | N | |
| FConvValue | 0 | | Polynomial | N | | | | |

## Node=Stepwise Regression
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |

## Node=Stepwise Regression
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Akaike's Information Criterion | 5036.79 | . | . |
| Average Squared Error | 0.08 | 0.08 | . |
| Average Error Function | 0.25 | 0.25 | . |
| Degrees of Freedom for Error | 9975.00 | . | . |
| Model Degrees of Freedom | 24.00 | . | . |

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Total Degrees of Freedom | 9999.00 | . | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Error Function | 4988.79 | 5088.86 | . |
| Final Prediction Error | 0.08 | . | . |
| Maximum Absolute Error | 1.00 | 1.00 | . |
| Mean Square Error | 0.08 | 0.08 | . |
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Number of Estimate Weights | 24.00 | . | . |
| Root Average Sum of Squares | 0.27 | 0.28 | . |
| Root Final Prediction Error | 0.28 | . | . |
| Root Mean Squared Error | 0.27 | 0.28 | . |
| Schwarz's Bayesian Criterion | 5209.83 | . | . |
| Sum of Squared Errors | 1506.84 | 1534.82 | . |
| Sum of Case Weights Times Freq | 19998.00 | 20002.00 | . |
| Misclassification Rate | 0.10 | 0.10 | . |



SAS Enterprise Miner Report
Node=Stepwise Regression
Regression Model Effects
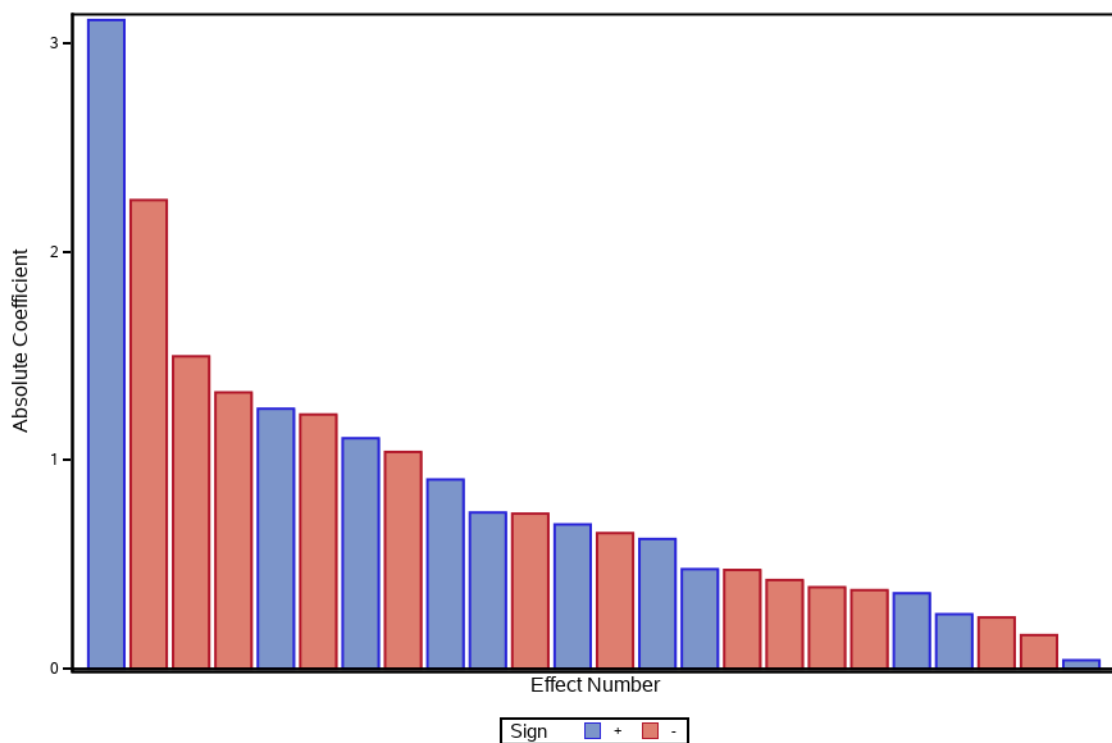
| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Interest | 0 | 3.11028 | 39.4205 | 0 | 13 | Age | | -0.65033 | -22.8737 | 0.000000 |
| 2 | OS | 2 | -2.24694 | -34.6355 | 7.3735E-263 | 14 | Gender | 1 | 0.62206 | 11.6479 | 0.000000 |
| 3 | Interest | 8 | -1.49782 | -8.2647 | 1.40096E-16 | 15 | Interest | 3 | 0.47738 | 4.2882 | 0.000018 |
| 4 | Interest | 7 | -1.32472 | -7.6601 | 1.85853E-14 | 16 | IsDayVisit | 0 | -0.47359 | -12.1545 | 0.000000 |
| 5 | OS | 1 | 1.24653 | 18.8840 | 1.54527E-79 | 17 | Intercept | 1 | -0.42515 | -3.7630 | 0.000168 |
| 6 | Interest | 6 | -1.21894 | -7.2247 | 5.02347E-13 | 18 | AdsTool | 2 | -0.39085 | -4.4647 | 0.000008 |
| 7 | AdsTool | 0 | 1.10511 | 15.6439 | 3.65662E-55 | 19 | Interest | 5 | -0.37699 | -2.6463 | 0.008137 |
| 8 | AdsTool | 4 | -1.03932 | -9.2813 | 1.67404E-20 | 20 | OS | 0 | 0.36177 | 5.9107 | 0.000000 |
| 9 | Interest | 1 | 0.90718 | 9.1599 | 5.19323E-20 | 21 | Interest | 4 | 0.26149 | 2.2191 | 0.026482 |

**SAS Enterprise Miner Report**
**Node=Stepwise Regression**
**Regression Model Effects**

| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 10 | Interest | 2 | 0.74895 | 6.8997 | 5.21199E-12 | 22 | ViewedPage | | -0.24588 | -12.5606 | 0.000000 |
| 11 | Gender | 0 | -0.74351 | -10.4176 | 2.06168E-25 | 23 | AdsTool | 3 | -0.16132 | -1.8197 | 0.068811 |
| 12 | AdsTool | 1 | 0.69186 | 9.2708 | 1.84839E-20 | 24 | VisitTime | | 0.04075 | 6.5067 | 0.000000 |



SAS Enterprise Miner Report
Node=Stepwise Regression
Model Iteration Plots
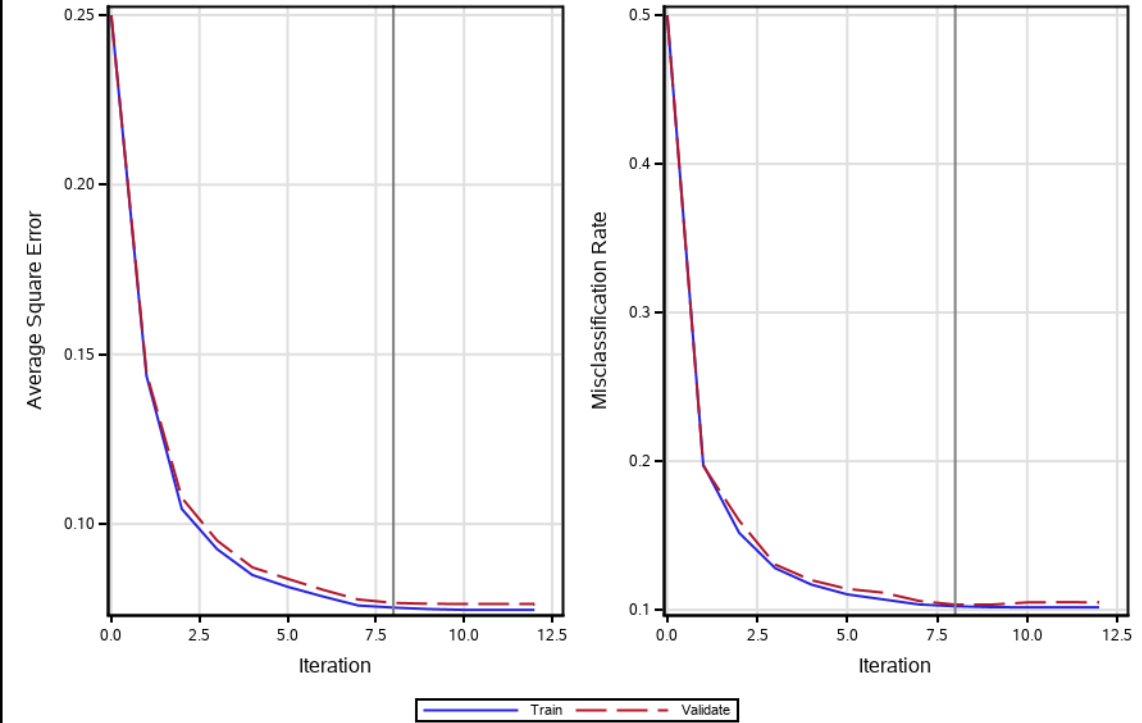
# SAS Enterprise Miner Report
## Node=Stepwise Regression
### Model Assessment Scores where TARGET='Registration'



# SAS Enterprise Miner Report
## Node=Stepwise Regression
### Model Assessment Scores where TARGET='Registration'

## SAS Enterprise Miner Report
### Node=Stepwise Regression
### Model Assessment Scores where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |
|---|---|

Cumulative % Captured Response (y-axis)

Depth (x-axis)

Cumulative % Captured Response
Baseline Cumulative % Captured Response
Best Cumulative % Captured Response

## SAS Enterprise Miner Report
### Node=Stepwise Regression
### Score Distributions where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |
|---|---|

Percentage (y-axis)

Model Score (x-axis)

Events
Non Events
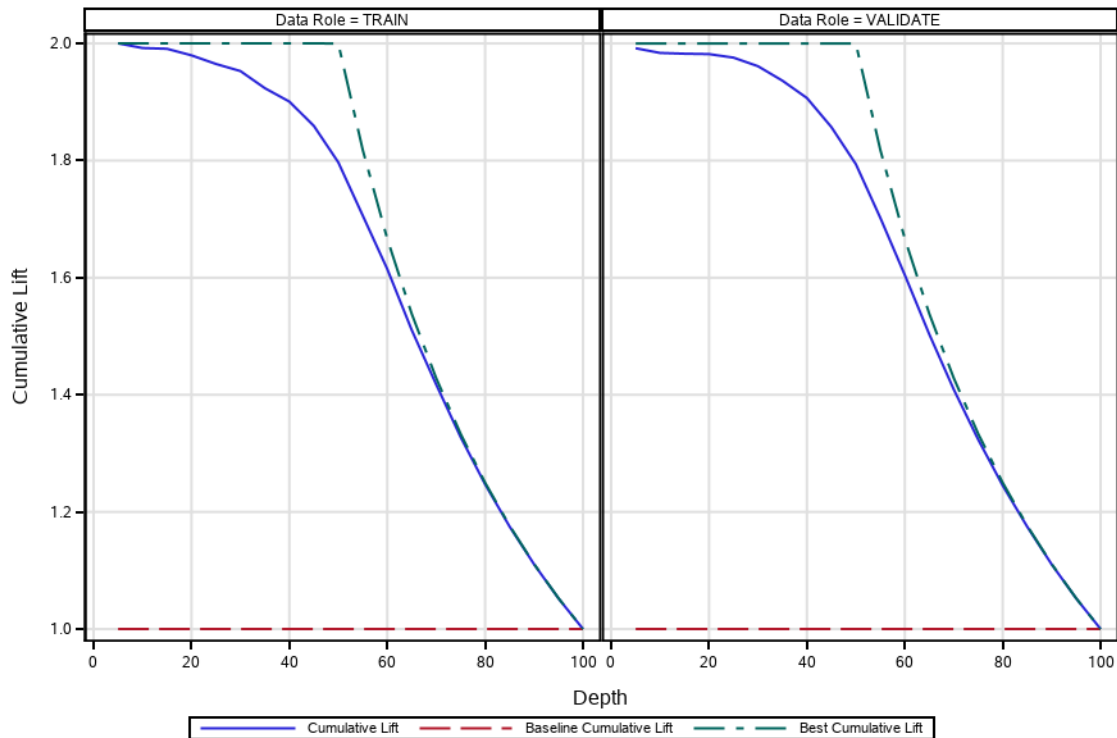
## SAS Enterprise Miner Report
### Node=Stepwise Regression
### Score Distributions where TARGET='Registration'



## Node=Stepwise Regression
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2576 | 51.5303 | 1.08 | 51.530 | 1.08 |
| 0.90-0.95 | 632 | 12.6425 | 1.12 | 64.173 | 2.20 |
| 0.85-0.90 | 347 | 6.9414 | 0.86 | 71.114 | 3.06 |
| 0.80-0.85 | 279 | 5.5811 | 1.02 | 76.695 | 4.08 |
| 0.75-0.80 | 168 | 3.3607 | 1.10 | 80.056 | 5.18 |
| 0.70-0.75 | 145 | 2.9006 | 0.88 | 82.957 | 6.06 |
| 0.65-0.70 | 119 | 2.3805 | 0.92 | 85.337 | 6.98 |
| 0.60-0.65 | 92 | 1.8404 | 1.22 | 87.177 | 8.20 |
| 0.55-0.60 | 92 | 1.8404 | 1.10 | 89.018 | 9.30 |
| 0.50-0.55 | 69 | 1.3803 | 1.58 | 90.398 | 10.88 |
| 0.45-0.50 | 52 | 1.0402 | 1.46 | 91.438 | 12.34 |
| 0.40-0.45 | 50 | 1.0002 | 1.58 | 92.438 | 13.92 |
| 0.35-0.40 | 56 | 1.1202 | 1.68 | 93.559 | 15.60 |
| 0.30-0.35 | 57 | 1.1402 | 2.22 | 94.699 | 17.82 |
| 0.25-0.30 | 57 | 1.1402 | 1.94 | 95.839 | 19.76 |
| 0.20-0.25 | 49 | 0.9802 | 2.96 | 96.819 | 22.72 |
| 0.15-0.20 | 43 | 0.8602 | 4.72 | 97.680 | 27.44 |
| 0.10-0.15 | 37 | 0.7401 | 6.46 | 98.420 | 33.90 |
| 0.05-0.10 | 49 | 0.9802 | 10.46 | 99.400 | 44.36 |
| 0.00-0.05 | 30 | 0.6001 | 55.64 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2724 | 54.4691 | 0.74 | 54.469 | 0.74 |
| 0.90-0.95 | 621 | 12.4175 | 1.36 | 66.887 | 2.10 |
| 0.85-0.90 | 341 | 6.8186 | 1.10 | 73.705 | 3.20 |
| 0.80-0.85 | 220 | 4.3991 | 1.12 | 78.104 | 4.32 |
| 0.75-0.80 | 154 | 3.0794 | 1.10 | 81.184 | 5.42 |
| 0.70-0.75 | 112 | 2.2396 | 0.96 | 83.423 | 6.38 |
| 0.65-0.70 | 110 | 2.1996 | 1.16 | 85.623 | 7.54 |
| 0.60-0.65 | 85 | 1.6997 | 1.02 | 87.323 | 8.56 |
| 0.55-0.60 | 92 | 1.8396 | 1.34 | 89.162 | 9.90 |
| 0.50-0.55 | 62 | 1.2398 | 1.20 | 90.402 | 11.10 |
| 0.45-0.50 | 68 | 1.3597 | 1.36 | 91.762 | 12.46 |
| 0.40-0.45 | 40 | 0.7998 | 1.76 | 92.561 | 14.22 |
| 0.35-0.40 | 46 | 0.9198 | 1.90 | 93.481 | 16.12 |
| 0.30-0.35 | 49 | 0.9798 | 2.40 | 94.461 | 18.52 |
| 0.25-0.30 | 50 | 0.9998 | 2.36 | 95.461 | 20.88 |
| 0.20-0.25 | 47 | 0.9398 | 3.46 | 96.401 | 24.34 |
| 0.15-0.20 | 37 | 0.7399 | 3.78 | 97.141 | 28.12 |
| 0.10-0.15 | 53 | 1.0598 | 6.60 | 98.200 | 34.72 |
| 0.05-0.10 | 34 | 0.6799 | 10.76 | 98.880 | 45.48 |
| 0.00-0.05 | 56 | 1.1198 | 54.52 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

# SAS Enterprise Miner Report

## Node=Regression
## Summary

Node id = Reg
Node label = Regression
Meta path = Ids => Part => Impt => Reg
Notes =

## Node=Regression
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | Regression | | Force | 0 | | PolynomialDegree | 2 | |
| AbsConValue | -1.34078E154 | -7.237006E75 | GConVTimes | 1 | | PrintDesignMatrix | N | |
| AbsFTime | 1 | | GConVValue | 1E-6 | | Rule | NONE | |
| AbsFValue | 0 | | Hierarchy | CLASS | | SASSPDS | N | |
| AbsGTime | 1 | | InputCoding | DEVIATION | | SelectionCriterion | DEFAULT | |
| AbsGValue | 0.00001 | | Interactions | | | SelectionDefault | Y | |
| AbsXTime | 1 | | LinkFunction | LOGIT | | Sequential | N | |
| AbsXValue | 1E-8 | | MainEffect | Y | | Simple | N | |
| ClParm | N | | MaxCPUTime | 1 HOUR | | SlEntry | 0.05 | |
| ConvDefaults | Y | | MaxFunctionCalls | . | | SlStay | 0.05 | |
| CorB | N | | MaxIterations | . | | Start | 0 | |
| CovB | N | | MaxStep | . | | StepOutput | N | |
| Covout | N | | MinResourceUse | N | | Stop | 0 | |
| Details | N | | ModelDefaults | Y | | SuppressIntercept | N | |
| Error | LOGISTIC | | ModelSelection | STEPWISE | NONE | SuppressOutput | N | |
| ExcludedVariable | REJECT | | OptimizationTechnique | DEFAULT | | Terms | N | |
| FConVTimes | 1 | | Performance | N | | TwoFactor | N | |
| FConVValue | 0 | | Polynomial | N | | | | |

## Node=Regression
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |

## Node=Regression
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Akaike's Information Criterion | 5004.12 | . | . |
| Average Squared Error | 0.07 | 0.08 | . |
| Average Error Function | 0.25 | 0.25 | . |
| Degrees of Freedom for Error | 9973.00 | . | . |
| Model Degrees of Freedom | 26.00 | . | . |

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Total Degrees of Freedom | 9999.00 | . | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Error Function | 4952.12 | 5064.83 | . |
| Final Prediction Error | 0.08 | . | . |
| Maximum Absolute Error | 1.00 | 1.00 | . |
| Mean Square Error | 0.07 | 0.08 | . |
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Number of Estimate Weights | 26.00 | . | . |
| Root Average Sum of Squares | 0.27 | 0.28 | . |
| Root Final Prediction Error | 0.27 | . | . |
| Root Mean Squared Error | 0.27 | 0.28 | . |
| Schwarz's Bayesian Criterion | 5191.59 | . | . |
| Sum of Squared Errors | 1493.57 | 1528.45 | . |
| Sum of Case Weights Times Freq | 19998.00 | 20002.00 | . |
| Misclassification Rate | 0.10 | 0.10 | . |



SAS Enterprise Miner Report
Node=Regression
Regression Model Effects
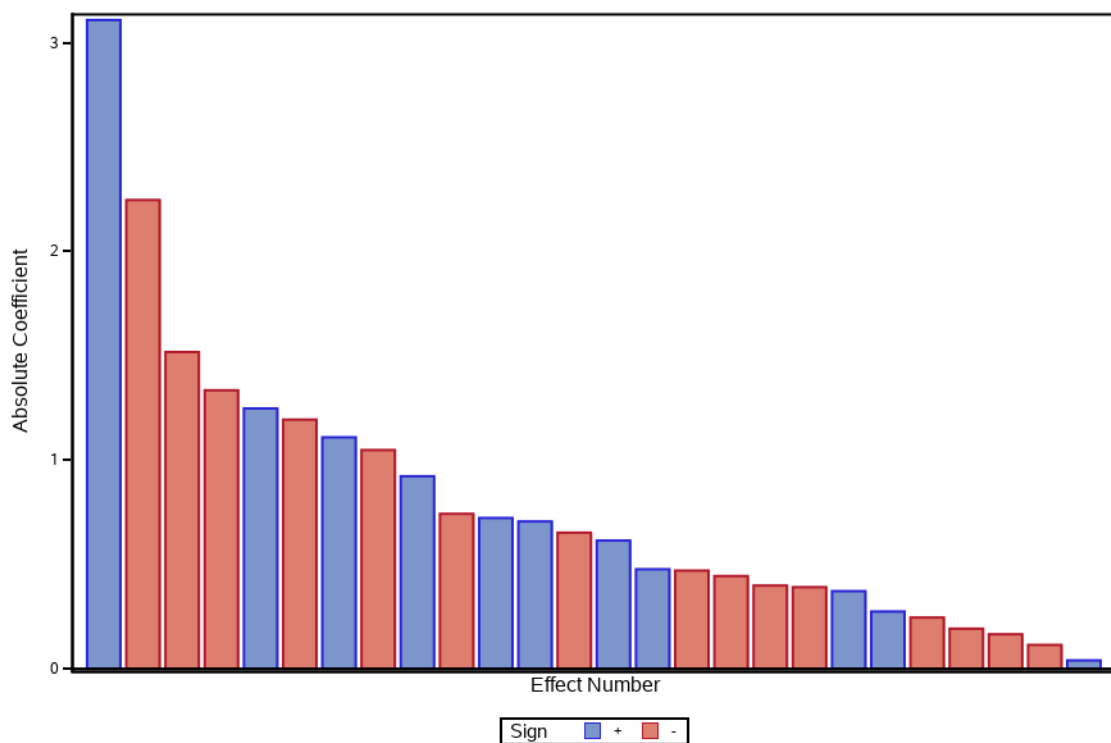
| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Interest | 0 | 3.10850 | 39.2407 | 0 | 14 | Gender | 1 | 0.61417 | 11.4550 | 0.000000 |
| 2 | OS | 2 | -2.24607 | -34.4987 | 8.3793E-261 | 15 | Interest | 3 | 0.47686 | 4.2540 | 0.000021 |
| 3 | Interest | 8 | -1.51758 | -8.3069 | 9.8254E-17 | 16 | IsDayVisit | 0 | -0.47020 | -12.0202 | 0.000000 |
| 4 | Interest | 7 | -1.33433 | -7.7002 | 1.35834E-14 | 17 | Intercept | 1 | -0.44411 | -3.9153 | 0.000090 |
| 5 | OS | 1 | 1.24727 | 18.8118 | 6.04633E-79 | 18 | AdsTool | 2 | -0.39861 | -4.5437 | 0.000006 |
| 6 | Interest | 6 | -1.19362 | -7.0113 | 2.36176E-12 | 19 | Interest | 5 | -0.39094 | -2.7377 | 0.006187 |
| 7 | AdsTool | 0 | 1.10900 | 15.6325 | 4.37153E-55 | 20 | OS | 0 | 0.37176 | 6.0454 | 0.000000 |
| 8 | AdsTool | 4 | -1.04798 | -9.2920 | 1.51375E-20 | 21 | Interest | 4 | 0.27422 | 2.3142 | 0.020654 |
| 9 | Interest | 1 | 0.92239 | 9.2965 | 1.45114E-20 | 22 | ViewedPage | | -0.24534 | -12.4950 | 0.000000 |

**SAS Enterprise Miner Report**
**Node=Regression**
**Regression Model Effects**

| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 10 | Gender | 0 | -0.74230 | -10.3473 | 4.30427E-25 | 23 | VisitNumber | 0 | -0.19190 | -5.1859 | 0.000000 |
| 11 | Interest | 2 | 0.72240 | 6.6093 | 3.86155E-11 | 24 | AdsTool | 3 | -0.16521 | -1.8582 | 0.063140 |
| 12 | AdsTool | 1 | 0.70574 | 9.3967 | 5.63074E-21 | 25 | VisitPage | 0 | -0.11408 | -3.1059 | 0.001897 |
| 13 | Age | | -0.65206 | -22.8366 | 1.9875E-115 | 26 | VisitTime | | 0.04002 | 6.3746 | 0.000000 |



SAS Enterprise Miner Report
Node=Regression
Model Iteration Plots
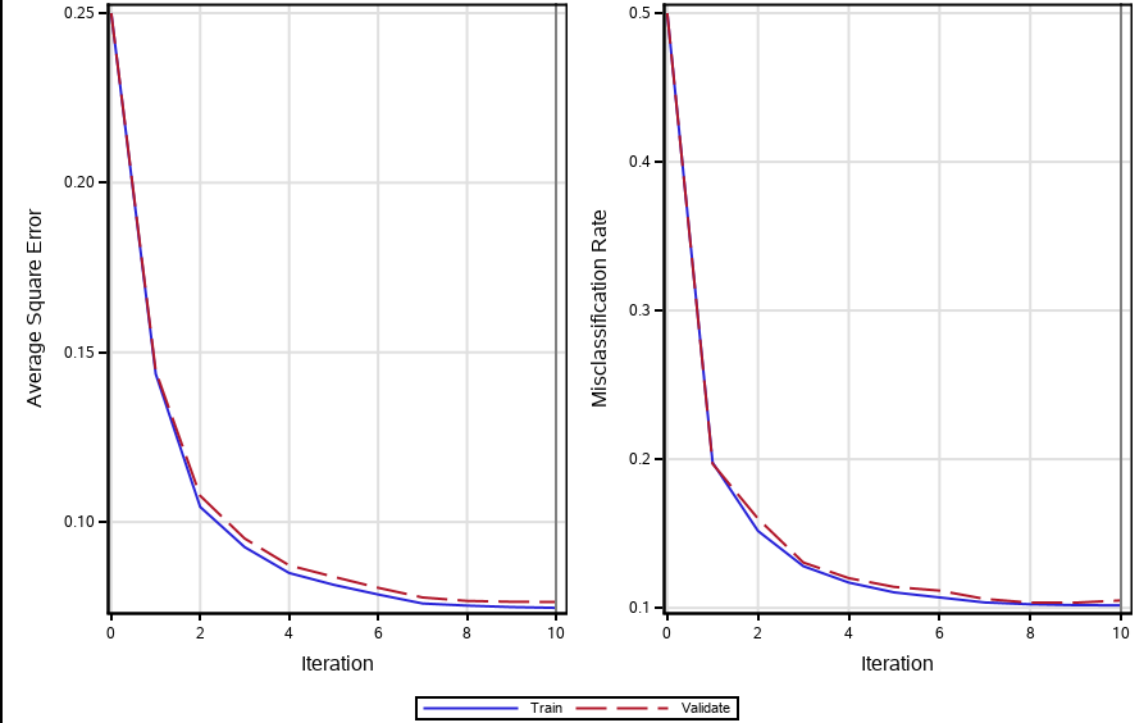
SAS Enterprise Miner Report
Node=Regression
Model Assessment Scores where TARGET='Registration'



SAS Enterprise Miner Report
Node=Regression
Model Assessment Scores where TARGET='Registration'
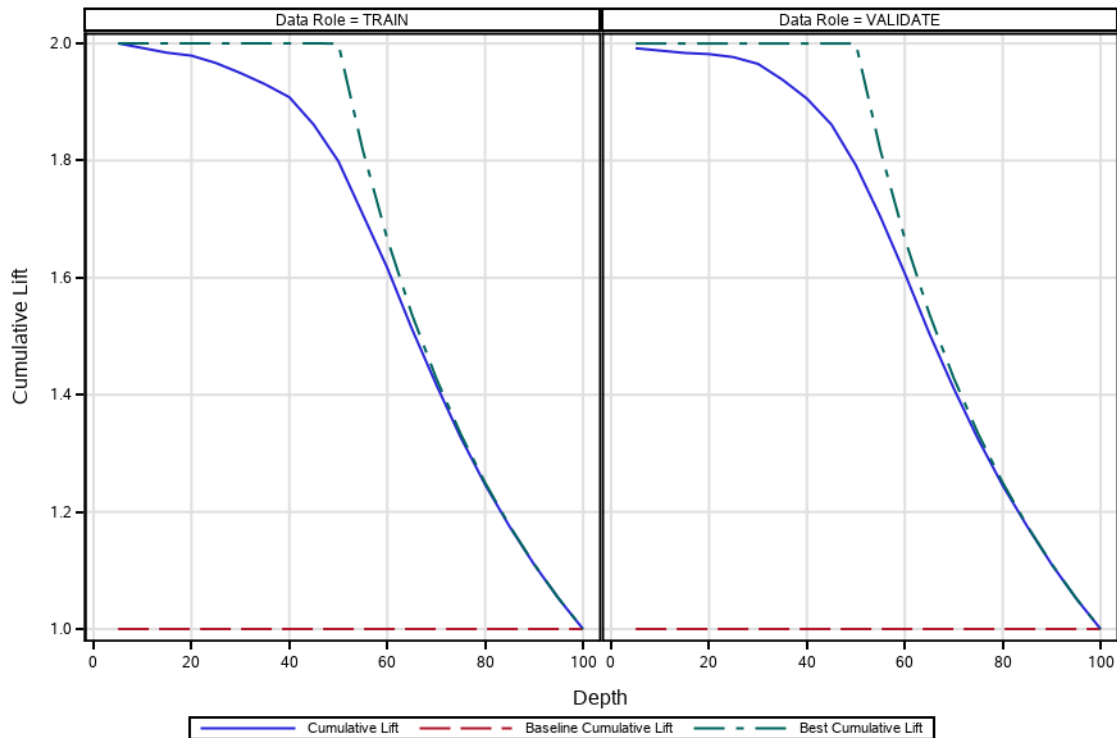
## SAS Enterprise Miner Report
### Node=Regression
### Model Assessment Scores where TARGET='Registration'
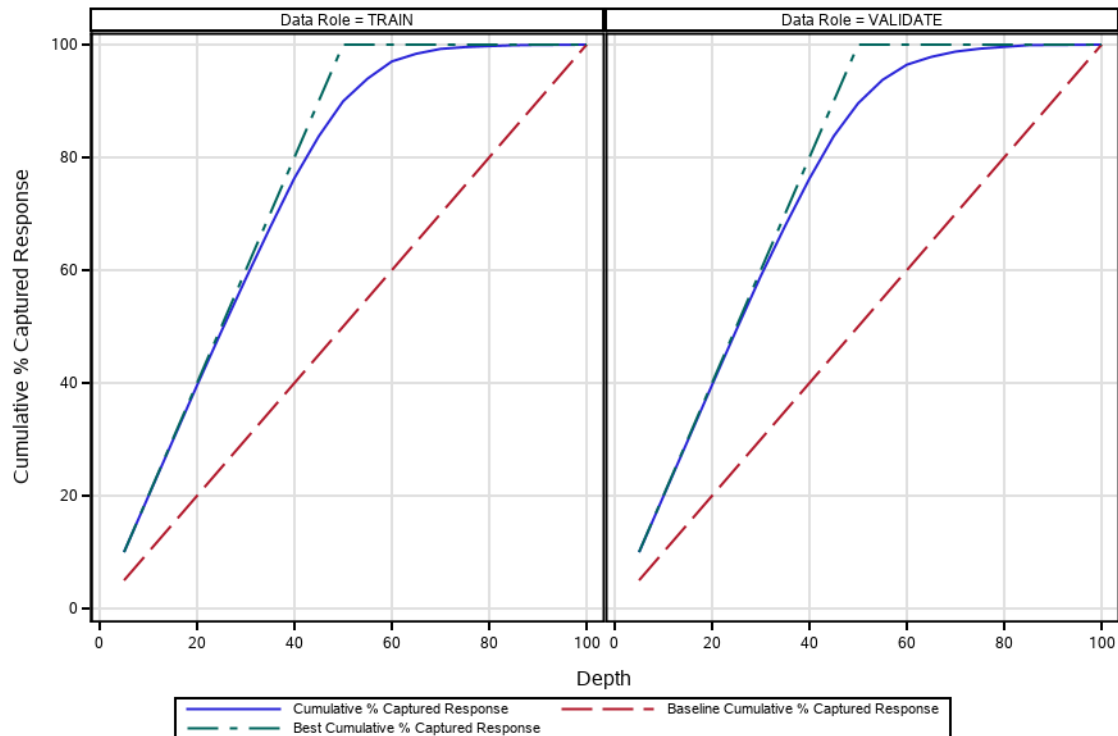


## SAS Enterprise Miner Report
### Node=Regression
### Score Distributions where TARGET='Registration'

SAS Enterprise Miner Report
Node=Regression
Score Distributions where TARGET='Registration'

## Node=Regression
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2612 | 52.2505 | 0.98 | 52.250 | 0.98 |
| 0.90-0.95 | 612 | 12.2424 | 1.16 | 64.493 | 2.14 |
| 0.85-0.90 | 361 | 7.2214 | 0.92 | 71.714 | 3.06 |
| 0.80-0.85 | 252 | 5.0410 | 0.86 | 76.755 | 3.92 |
| 0.75-0.80 | 182 | 3.6407 | 1.10 | 80.396 | 5.02 |
| 0.70-0.75 | 151 | 3.0206 | 1.00 | 83.417 | 6.02 |
| 0.65-0.70 | 89 | 1.7804 | 1.12 | 85.197 | 7.14 |
| 0.60-0.65 | 113 | 2.2605 | 0.76 | 87.457 | 7.90 |
| 0.55-0.60 | 83 | 1.6603 | 1.34 | 89.118 | 9.24 |
| 0.50-0.55 | 65 | 1.3003 | 1.52 | 90.418 | 10.76 |
| 0.45-0.50 | 44 | 0.8802 | 1.44 | 91.298 | 12.20 |
| 0.40-0.45 | 55 | 1.1002 | 1.64 | 92.398 | 13.84 |
| 0.35-0.40 | 58 | 1.1602 | 1.62 | 93.559 | 15.46 |
| 0.30-0.35 | 56 | 1.1202 | 2.04 | 94.679 | 17.50 |
| 0.25-0.30 | 57 | 1.1402 | 2.00 | 95.819 | 19.50 |
| 0.20-0.25 | 51 | 1.0202 | 3.20 | 96.839 | 22.70 |
| 0.15-0.20 | 46 | 0.9202 | 4.60 | 97.760 | 27.30 |
| 0.10-0.15 | 38 | 0.7602 | 6.28 | 98.520 | 33.58 |
| 0.05-0.10 | 42 | 0.8402 | 10.52 | 99.360 | 44.10 |
| 0.00-0.05 | 32 | 0.6401 | 55.90 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2716 | 54.3091 | 0.80 | 54.309 | 0.80 |
| 0.90-0.95 | 634 | 12.6775 | 1.24 | 66.987 | 2.04 |
| 0.85-0.90 | 357 | 7.1386 | 1.20 | 74.125 | 3.24 |
| 0.80-0.85 | 200 | 3.9992 | 1.12 | 78.124 | 4.36 |
| 0.75-0.80 | 158 | 3.1594 | 1.02 | 81.284 | 5.38 |
| 0.70-0.75 | 139 | 2.7794 | 1.00 | 84.063 | 6.38 |
| 0.65-0.70 | 90 | 1.7996 | 1.02 | 85.863 | 7.40 |
| 0.60-0.65 | 93 | 1.8596 | 1.36 | 87.722 | 8.76 |
| 0.55-0.60 | 59 | 1.1798 | 1.06 | 88.902 | 9.82 |
| 0.50-0.55 | 63 | 1.2597 | 1.34 | 90.162 | 11.16 |
| 0.45-0.50 | 65 | 1.2997 | 1.40 | 91.462 | 12.56 |
| 0.40-0.45 | 53 | 1.0598 | 1.60 | 92.521 | 14.16 |
| 0.35-0.40 | 53 | 1.0598 | 1.70 | 93.581 | 15.86 |
| 0.30-0.35 | 45 | 0.8998 | 2.60 | 94.481 | 18.46 |
| 0.25-0.30 | 50 | 0.9998 | 2.18 | 95.481 | 20.64 |
| 0.20-0.25 | 49 | 0.9798 | 3.30 | 96.461 | 23.94 |
| 0.15-0.20 | 35 | 0.6999 | 4.22 | 97.161 | 28.16 |
| 0.10-0.15 | 48 | 0.9598 | 5.74 | 98.120 | 33.90 |
| 0.05-0.10 | 37 | 0.7399 | 11.30 | 98.860 | 45.20 |
| 0.00-0.05 | 57 | 1.1398 | 54.80 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

# SAS Enterprise Miner Report

## Node=Max Tree
## Summary

Node id = Tree
Node label = Max Tree
Meta path = Ids => Part => Impt => Tree
Notes =

## Node=Max Tree
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|----------|-------|---------|----------|-------|---------|----------|-------|---------|
| Component | DecisionTree | | Kass | Y | | Pred | N | |
| AVG | Y | | KassApply | BEFORE | | Predict | Y | |
| AssessMeasure | PROFIT/LOSS | | LeafSize | 5 | | ProfitLoss | NONE | |
| AssessPercentage | 0.25 | | Leafid | Y | | RASE | N | |
| CV | N | | Maxbranch | 2 | | SampleMethod | RANDOM | |
| CVNIter | 10 | | Maxdepth | 6 | | SampleSeed | 12345 | |
| CVRepeat | 1 | | MinCatSize | 5 | | SampleSize | 10000 | |
| CVSeed | 12345 | | MissingValue | USEINSEARCH | | ShowNodeId | Y | |
| ClassColorBy | PERCENTCORRECT | | NSubtree | 1 | | ShowValid | Y | |
| Count | Y | | NodeRole | SEGMENT | | SigLevel | 0.2 | |
| CreateSample | DEFAULT | | NodeSample | 20000 | | SplitPrecision | 4 | |
| Criterion | DEFAULT | | NominalCriterion | PROBCHISQ | | Splitsize | . | |
| Depth | Y | | Nrules | 5 | | Subtree | ASSESSMENT | |
| Dummy | N | | Nsurrs | 0 | | Target | ALL | |
| Exhaustive | 5000 | | NumInputs | 1 | | ToolType | MODEL | |
| Freeze | N | | NumSingleImp | 5 | | TrainMode | BATCH | |
| ImportModel | N | | ObsImportance | N | | UseDecision | N | |
| ImportedTreeData | | | OrdinalCriterion | ENTROPY | | UseMultipleTarget | N | |
| Inputs | N | | PercentCorrect | N | | UsePriors | N | |
| IntColorBy | AVG | | Performance | DISK | | UseVarOnce | N | |
| IntervalCriterion | PROBF | | Precision | 4 | | VarSelection | Y | |

## Node=Max Tree
## Variable Summary

| Role | Level | Frequency Count | Name |
|------|-------|-----------------|------|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |
| ID | INTERVAL | 1 | _dataobs_ |

## Node=Max Tree
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---:|---:|---:|
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Misclassification Rate | 0.11 | 0.12 | . |
| Maximum Absolute Error | 0.97 | 0.97 | . |
| Sum of Squared Errors | 1721.32 | 1849.72 | . |
| Average Squared Error | 0.09 | 0.09 | . |
| Root Average Squared Error | 0.29 | 0.30 | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Total Degrees of Freedom | 9999.00 | . | . |



SAS Enterprise Miner Report
Node=Max Tree
Tree Diagram
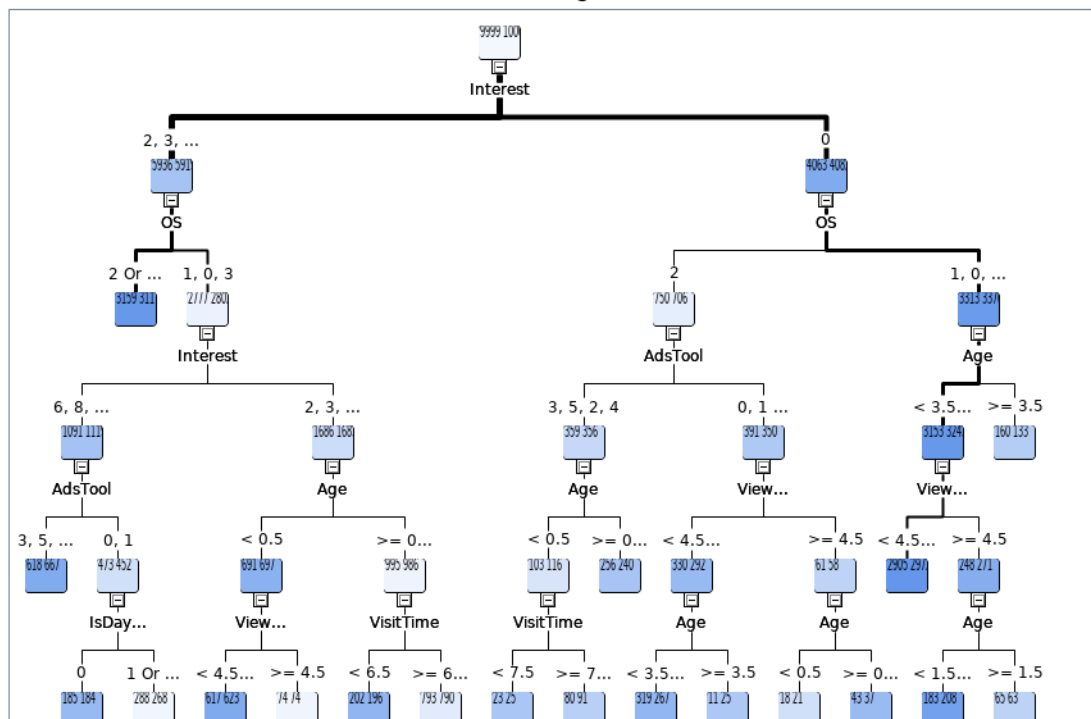
SAS Enterprise Miner Report
Node=Max Tree
Treemap
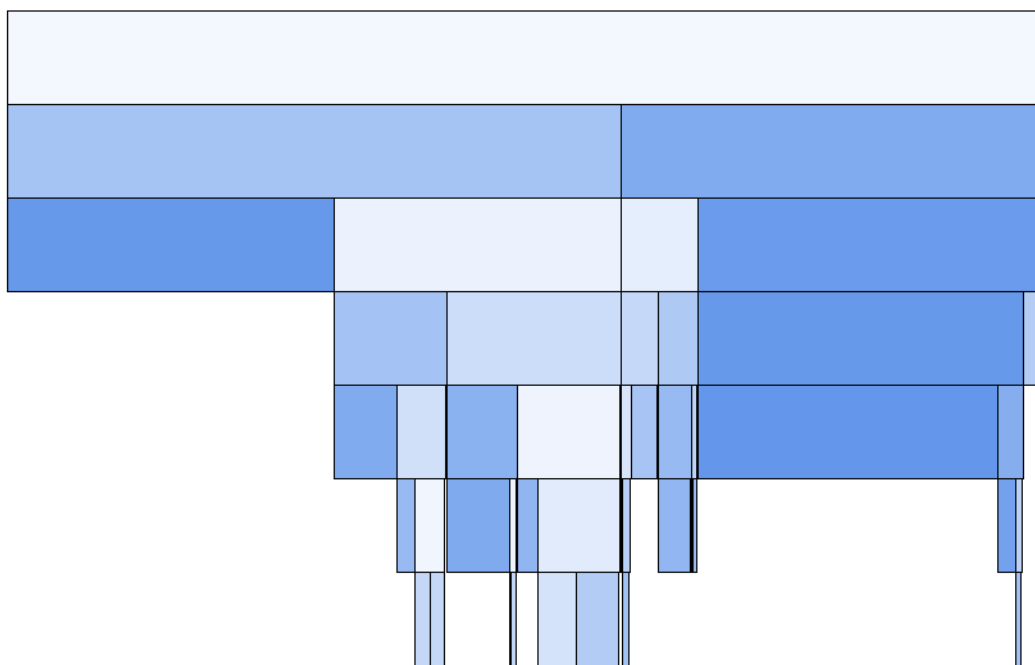


SAS Enterprise Miner Report
Node=Max Tree
Model Iteration Plots
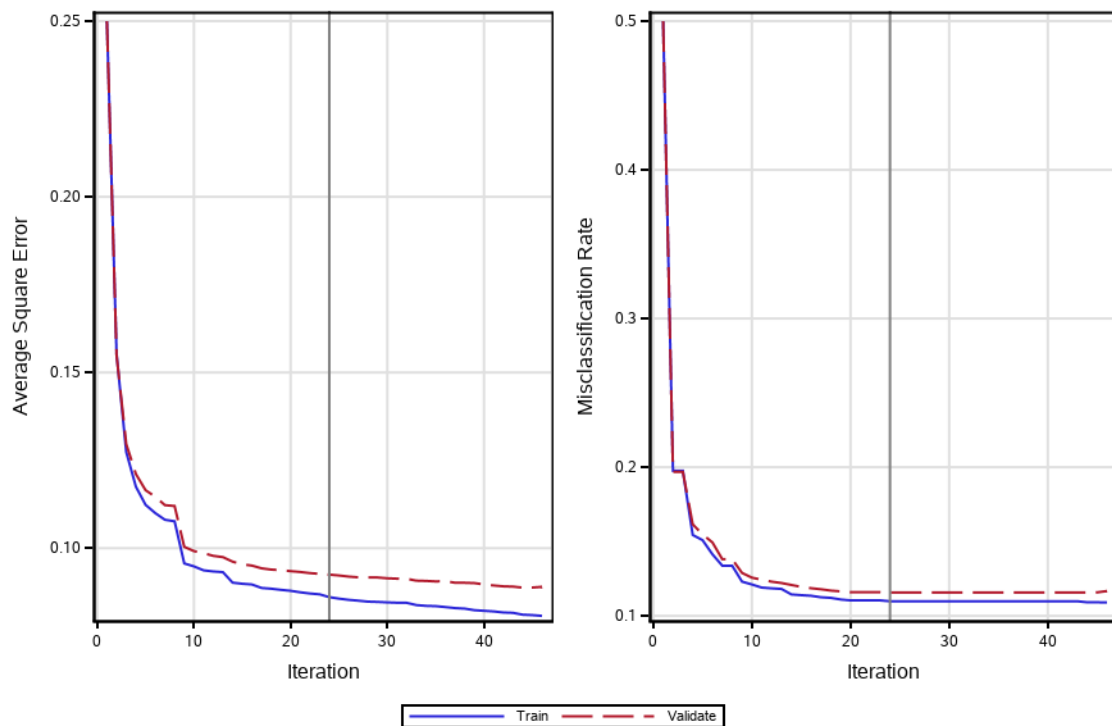
SAS Enterprise Miner Report
Node=Max Tree
Model Assessment Scores where TARGET='Registration'



SAS Enterprise Miner Report
Node=Max Tree
Model Assessment Scores where TARGET='Registration'

## SAS Enterprise Miner Report
### Node=Max Tree
### Model Assessment Scores where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |
|---|---|

Cumulative % Captured Response (y-axis)

Depth (x-axis)

Legend:
- Cumulative % Captured Response
- Baseline Cumulative % Captured Response
- Best Cumulative % Captured Response

## SAS Enterprise Miner Report
### Node=Max Tree
### Score Distributions where TARGET='Registration'

| Data Role = TRAIN | Data Role = VALIDATE |
|---|---|

Percentage (y-axis)

Model Score (x-axis)

Legend:
- Events
- Non Events
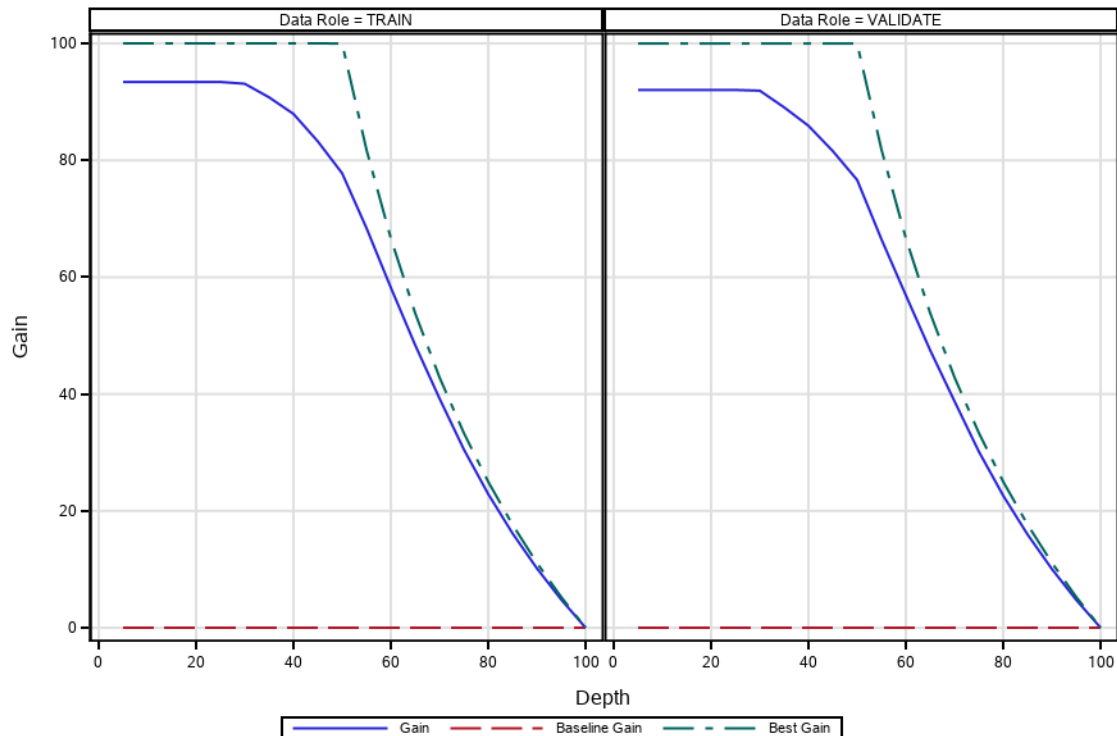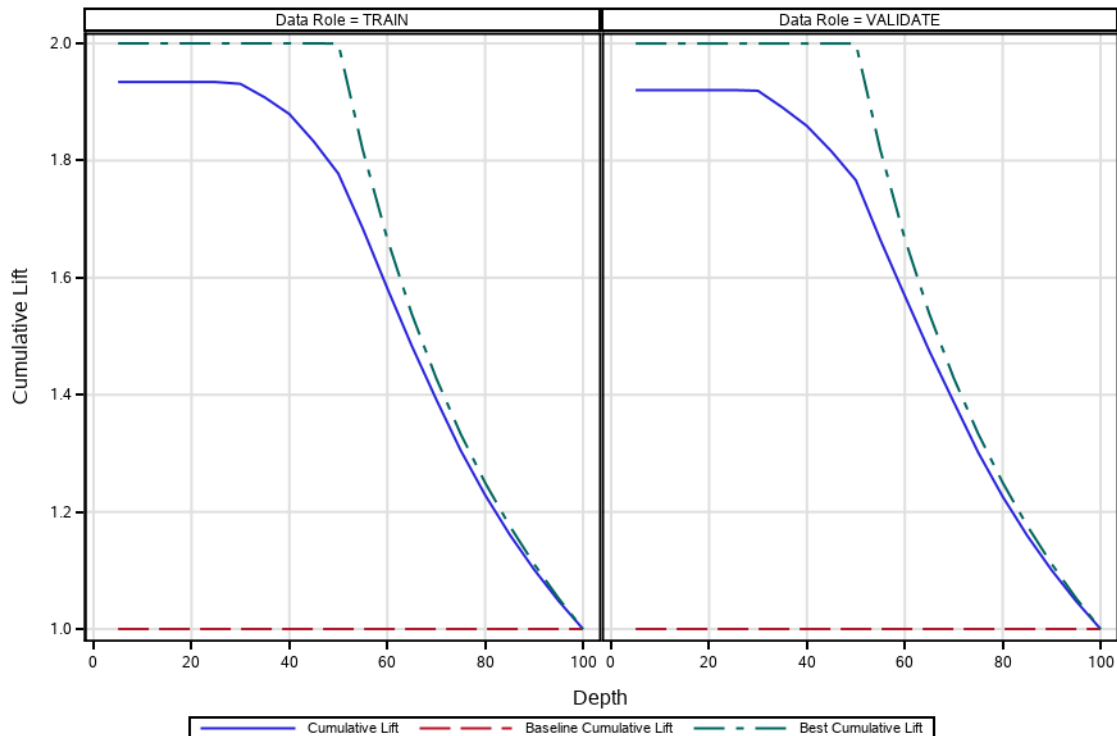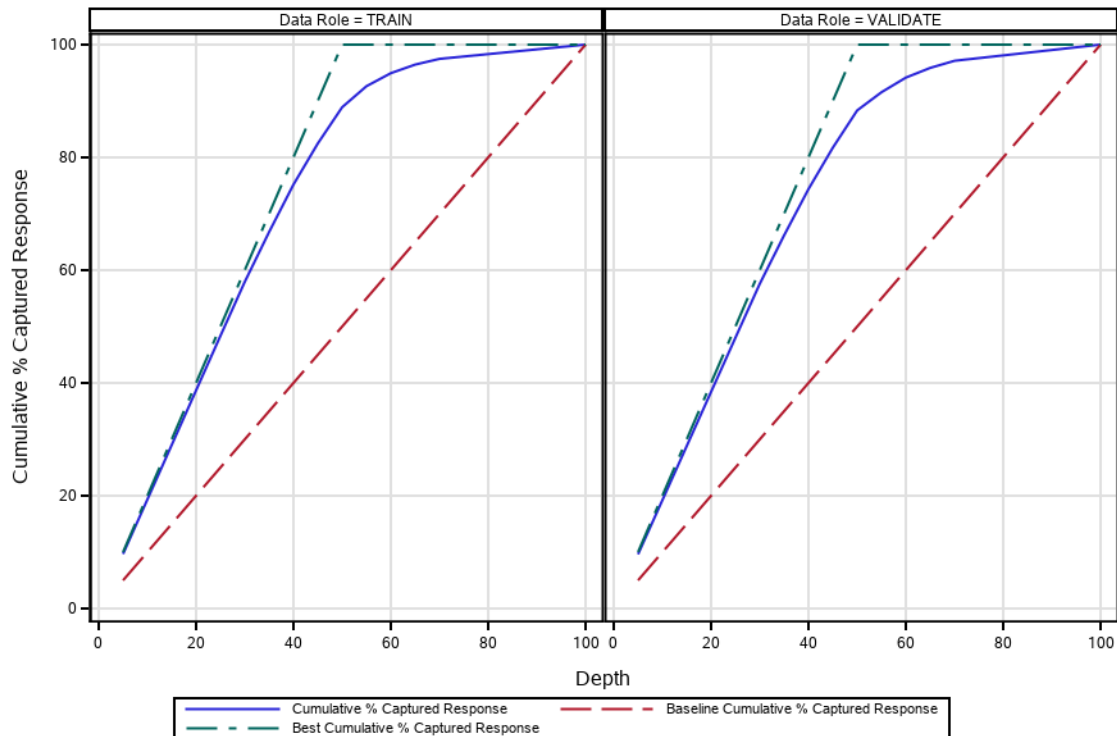
SAS Enterprise Miner Report
Node=Max Tree
Score Distributions where TARGET='Registration'

## Node=Max Tree
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2809 | 56.1912 | 1.92 | 56.191 | 1.92 |
| 0.90-0.95 | 168 | 3.3607 | 0.30 | 59.552 | 2.22 |
| 0.85-0.90 | 541 | 10.8222 | 1.52 | 70.374 | 3.74 |
| 0.80-0.85 | 260 | 5.2010 | 1.18 | 75.575 | 4.92 |
| 0.75-0.80 | 94 | 1.8804 | 0.58 | 77.455 | 5.50 |
| 0.70-0.75 | 404 | 8.0816 | 3.32 | 85.537 | 8.82 |
| 0.65-0.70 | 131 | 2.6205 | 1.38 | 88.158 | 10.20 |
| 0.60-0.65 | 11 | 0.2200 | 0.14 | 88.378 | 10.34 |
| 0.35-0.40 | 153 | 3.0606 | 4.60 | 91.438 | 14.94 |
| 0.30-0.35 | 48 | 0.9602 | 1.80 | 92.398 | 16.74 |
| 0.25-0.30 | 74 | 1.4803 | 4.32 | 93.879 | 21.06 |
| 0.20-0.25 | 55 | 1.1002 | 4.18 | 94.979 | 25.24 |
| 0.15-0.20 | 38 | 0.7602 | 3.48 | 95.739 | 28.72 |
| 0.10-0.15 | 80 | 1.6003 | 10.76 | 97.339 | 39.48 |
| 0.00-0.05 | 133 | 2.6605 | 60.52 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2854 | 57.0686 | 2.36 | 57.069 | 2.36 |
| 0.90-0.95 | 187 | 3.7393 | 0.42 | 60.808 | 2.78 |
| 0.85-0.90 | 522 | 10.4379 | 2.02 | 71.246 | 4.80 |
| 0.80-0.85 | 211 | 4.2192 | 1.12 | 75.465 | 5.92 |
| 0.75-0.80 | 104 | 2.0796 | 0.60 | 77.544 | 6.52 |
| 0.70-0.75 | 388 | 7.7584 | 3.12 | 85.303 | 9.64 |
| 0.65-0.70 | 124 | 2.4795 | 1.46 | 87.782 | 11.10 |
| 0.60-0.65 | 15 | 0.2999 | 0.12 | 88.082 | 11.22 |
| 0.35-0.40 | 133 | 2.6595 | 4.92 | 90.742 | 16.14 |
| 0.30-0.35 | 31 | 0.6199 | 1.80 | 91.362 | 17.94 |
| 0.25-0.30 | 74 | 1.4797 | 4.32 | 92.841 | 22.26 |
| 0.20-0.25 | 69 | 1.3797 | 3.76 | 94.221 | 26.02 |
| 0.15-0.20 | 40 | 0.7998 | 3.28 | 95.021 | 29.30 |
| 0.10-0.15 | 100 | 1.9996 | 11.34 | 97.021 | 40.64 |
| 0.00-0.05 | 149 | 2.9794 | 59.36 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

# SAS Enterprise Miner Report

## Node=Missclass Tree
## Summary

Node id = Tree2
Node label = Missclass Tree
Meta path = Ids => Part => Impt => Tree2
Notes =

## Node=Missclass Tree
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | DecisionTree | | Kass | Y | | Pred | N | |
| AVG | Y | | KassApply | BEFORE | | Predict | Y | |
| AssessMeasure | MISC | PROFIT/LOSS | LeafSize | 5 | | ProfitLoss | NONE | |
| AssessPercentage | 0.25 | | Leafid | Y | | RASE | N | |
| CV | N | | Maxbranch | 2 | | SampleMethod | RANDOM | |
| CVNIter | 10 | | Maxdepth | 6 | | SampleSeed | 12345 | |
| CVRepeat | 1 | | MinCatSize | 5 | | SampleSize | 10000 | |
| CVSeed | 12345 | | MissingValue | USEINSEARCH | | ShowNodeId | Y | |
| ClassColorBy | PERCENTCORRECT | | NSubtree | 1 | | ShowValid | Y | |
| Count | Y | | NodeRole | SEGMENT | | SigLevel | 0.2 | |
| CreateSample | DEFAULT | | NodeSample | 20000 | | SplitPrecision | 4 | |
| Criterion | DEFAULT | | NominalCriterion | PROBCHISQ | | Splitsize | . | |
| Depth | Y | | Nrules | 5 | | Subtree | ASSESSMENT | |
| Dummy | N | | Nsurrs | 0 | | Target | ALL | |
| Exhaustive | 5000 | | NumInputs | 1 | | ToolType | MODEL | |
| Freeze | N | | NumSingleImp | 5 | | TrainMode | BATCH | |
| ImportModel | N | | ObsImportance | N | | UseDecision | N | |
| ImportedTreeData | | | OrdinalCriterion | ENTROPY | | UseMultipleTarget | N | |
| Inputs | N | | PercentCorrect | N | | UsePriors | N | |
| IntColorBy | AVG | | Performance | DISK | | UseVarOnce | N | |
| IntervalCriterion | PROBF | | Precision | 4 | | VarSelection | Y | |

## Node=Missclass Tree
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |
| ID | INTERVAL | 1 | _dataobs_ |

## Node=Missclass Tree
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Misclassification Rate | 0.11 | 0.12 | . |
| Maximum Absolute Error | 0.97 | 0.97 | . |
| Sum of Squared Errors | 1721.32 | 1849.72 | . |
| Average Squared Error | 0.09 | 0.09 | . |
| Root Average Squared Error | 0.29 | 0.30 | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Total Degrees of Freedom | 9999.00 | . | . |



SAS Enterprise Miner Report
Node=Missclass Tree
Tree Diagram
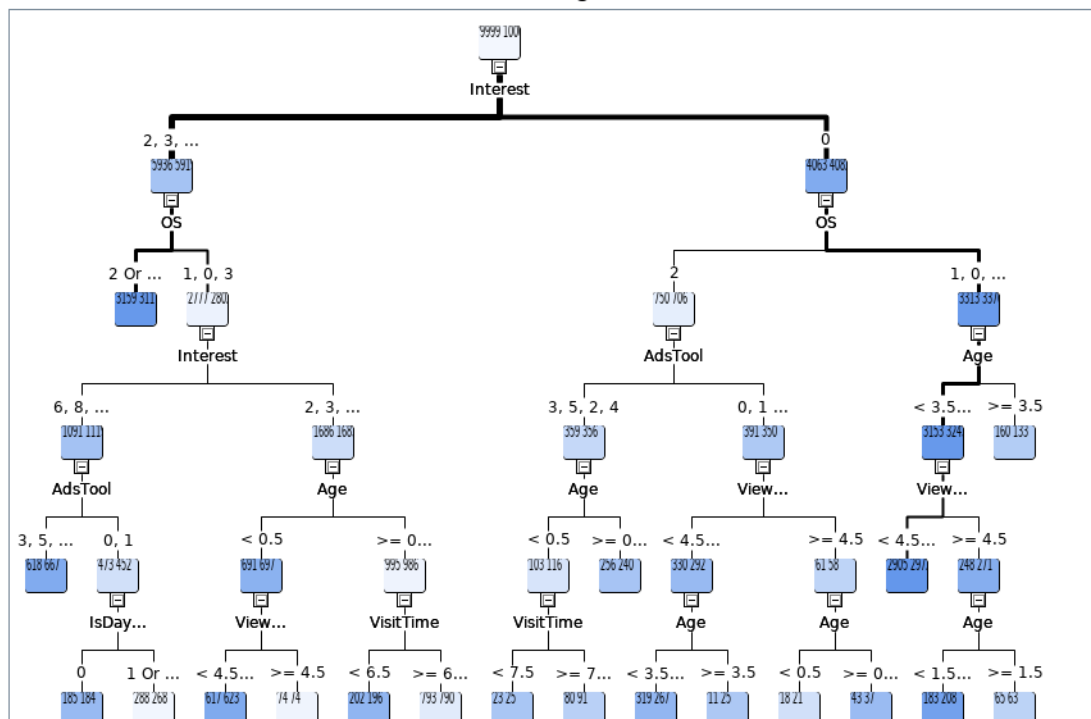
SAS Enterprise Miner Report
Node=Missclass Tree
Treemap
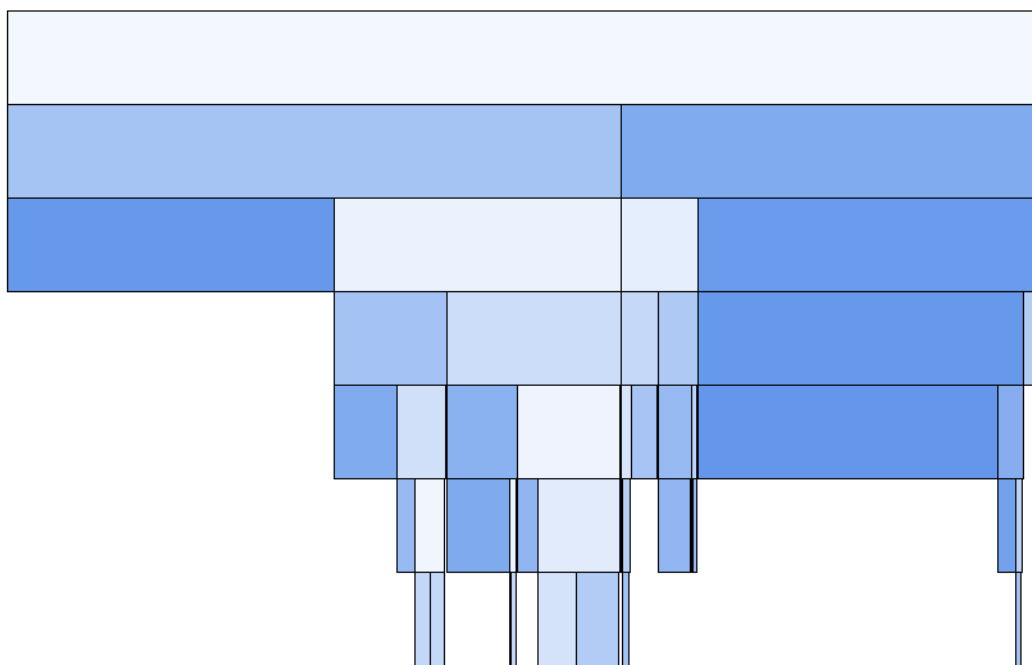


SAS Enterprise Miner Report
Node=Missclass Tree
Model Iteration Plots
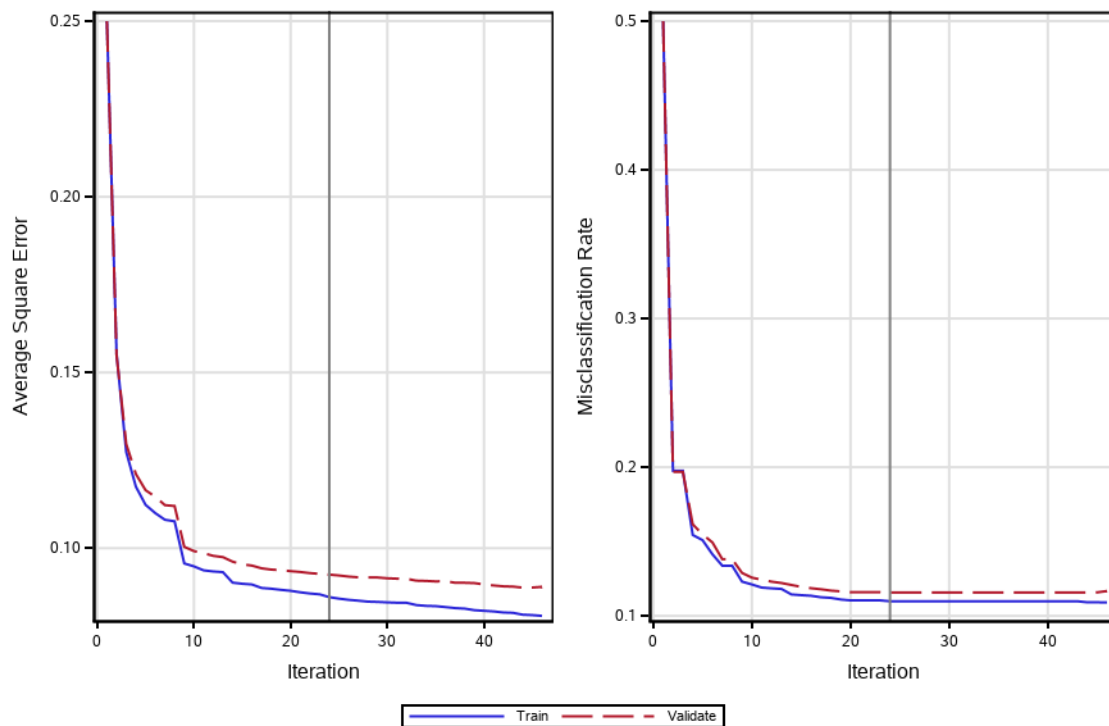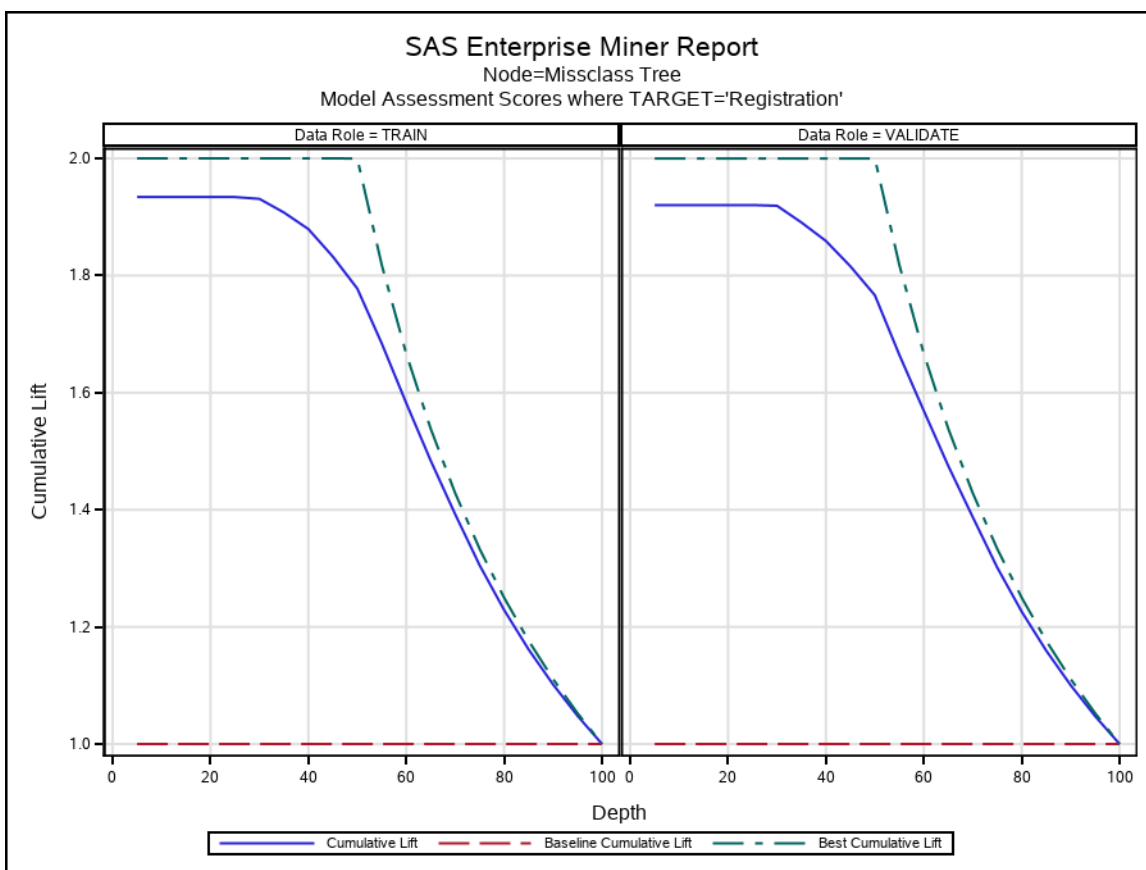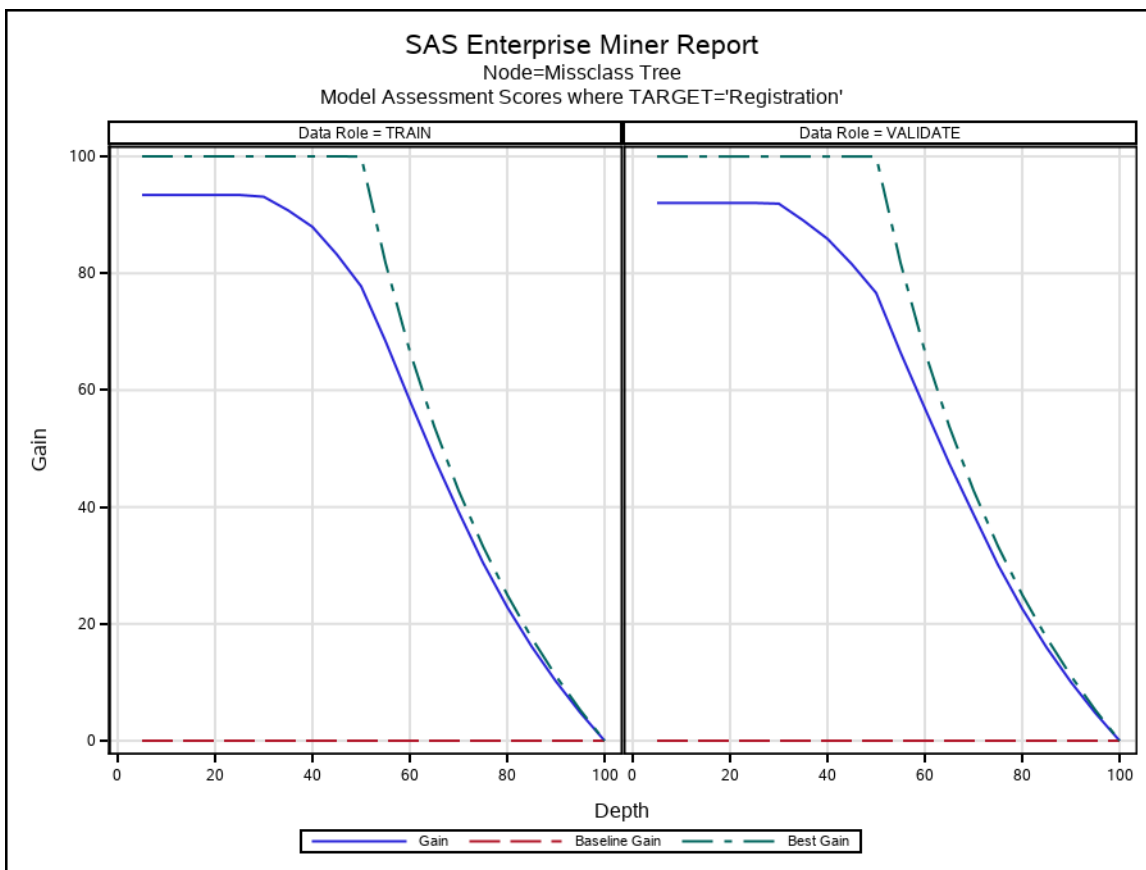
SAS Enterprise Miner Report
Node=Missclass Tree
Model Assessment Scores where TARGET='Registration'



SAS Enterprise Miner Report
Node=Missclass Tree
Model Assessment Scores where TARGET='Registration'

SAS Enterprise Miner Report
Node=Missclass Tree
Model Assessment Scores where TARGET='Registration'
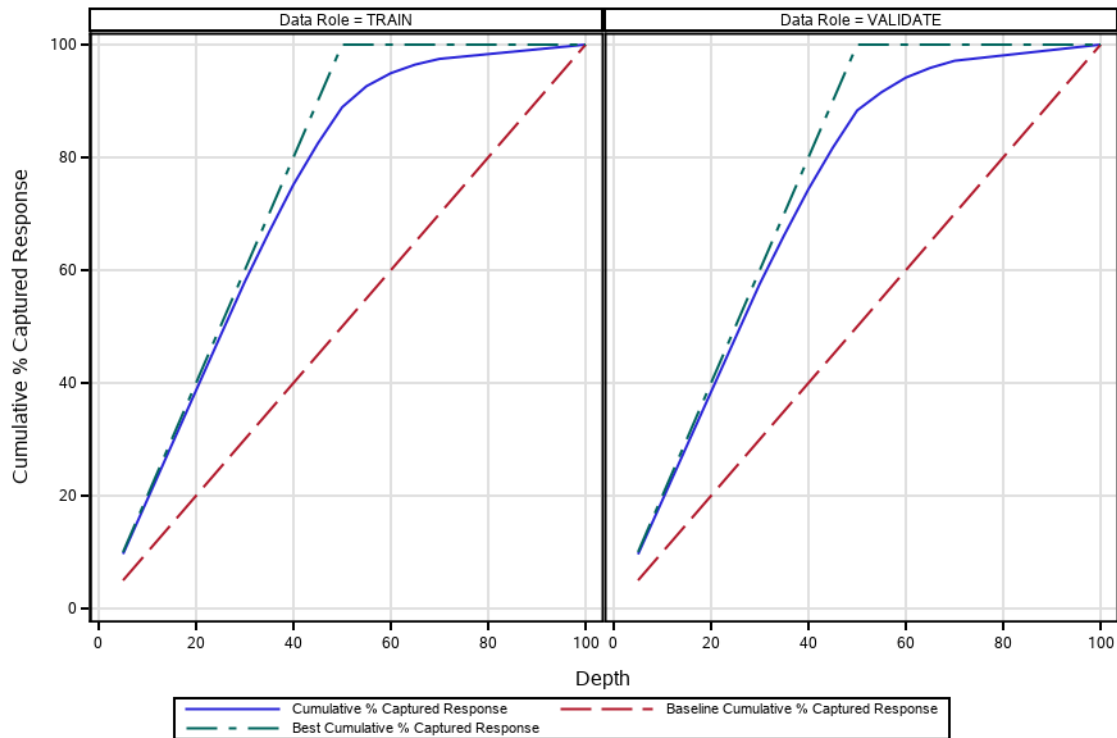


SAS Enterprise Miner Report
Node=Missclass Tree
Score Distributions where TARGET='Registration'
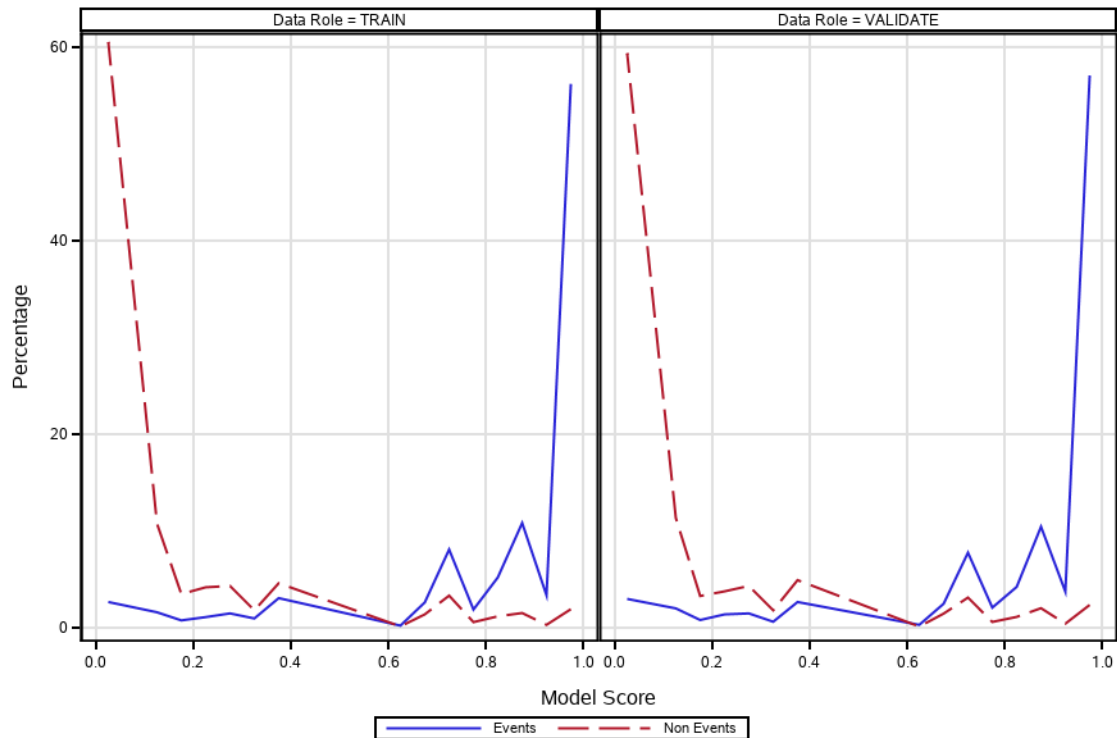
SAS Enterprise Miner Report
Node=Missclass Tree
Score Distributions where TARGET='Registration'

## Node=Missclass Tree
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2809 | 56.1912 | 1.92 | 56.191 | 1.92 |
| 0.90-0.95 | 168 | 3.3607 | 0.30 | 59.552 | 2.22 |
| 0.85-0.90 | 541 | 10.8222 | 1.52 | 70.374 | 3.74 |
| 0.80-0.85 | 260 | 5.2010 | 1.18 | 75.575 | 4.92 |
| 0.75-0.80 | 94 | 1.8804 | 0.58 | 77.455 | 5.50 |
| 0.70-0.75 | 404 | 8.0816 | 3.32 | 85.537 | 8.82 |
| 0.65-0.70 | 131 | 2.6205 | 1.38 | 88.158 | 10.20 |
| 0.60-0.65 | 11 | 0.2200 | 0.14 | 88.378 | 10.34 |
| 0.35-0.40 | 153 | 3.0606 | 4.60 | 91.438 | 14.94 |
| 0.30-0.35 | 48 | 0.9602 | 1.80 | 92.398 | 16.74 |
| 0.25-0.30 | 74 | 1.4803 | 4.32 | 93.879 | 21.06 |
| 0.20-0.25 | 55 | 1.1002 | 4.18 | 94.979 | 25.24 |
| 0.15-0.20 | 38 | 0.7602 | 3.48 | 95.739 | 28.72 |
| 0.10-0.15 | 80 | 1.6003 | 10.76 | 97.339 | 39.48 |
| 0.00-0.05 | 133 | 2.6605 | 60.52 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2854 | 57.0686 | 2.36 | 57.069 | 2.36 |
| 0.90-0.95 | 187 | 3.7393 | 0.42 | 60.808 | 2.78 |
| 0.85-0.90 | 522 | 10.4379 | 2.02 | 71.246 | 4.80 |
| 0.80-0.85 | 211 | 4.2192 | 1.12 | 75.465 | 5.92 |
| 0.75-0.80 | 104 | 2.0796 | 0.60 | 77.544 | 6.52 |
| 0.70-0.75 | 388 | 7.7584 | 3.12 | 85.303 | 9.64 |
| 0.65-0.70 | 124 | 2.4795 | 1.46 | 87.782 | 11.10 |
| 0.60-0.65 | 15 | 0.2999 | 0.12 | 88.082 | 11.22 |
| 0.35-0.40 | 133 | 2.6595 | 4.92 | 90.742 | 16.14 |
| 0.30-0.35 | 31 | 0.6199 | 1.80 | 91.362 | 17.94 |
| 0.25-0.30 | 74 | 1.4797 | 4.32 | 92.841 | 22.26 |
| 0.20-0.25 | 69 | 1.3797 | 3.76 | 94.221 | 26.02 |
| 0.15-0.20 | 40 | 0.7998 | 3.28 | 95.021 | 29.30 |
| 0.10-0.15 | 100 | 1.9996 | 11.34 | 97.021 | 40.64 |
| 0.00-0.05 | 149 | 2.9794 | 59.36 | 100.000 | 100.00 |

# SAS Enterprise Miner Report

## Node=Probability Tree
## Summary

Node id = Tree3
Node label = Probability Tree
Meta path = Ids => Part => Impt => Tree3
Notes =

## Node=Probability Tree
## Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | DecisionTree | | Kass | Y | | Pred | N | |
| AVG | Y | | KassApply | BEFORE | | Predict | Y | |
| AssessMeasure | ASE | PROFIT/LOSS | LeafSize | 5 | | ProfitLoss | NONE | |
| AssessPercentage | 0.25 | | Leafid | Y | | RASE | N | |
| CV | N | | Maxbranch | 2 | | SampleMethod | RANDOM | |
| CVNIter | 10 | | Maxdepth | 6 | | SampleSeed | 12345 | |
| CVRepeat | 1 | | MinCatSize | 5 | | SampleSize | 10000 | |
| CVSeed | 12345 | | MissingValue | USEINSEARCH | | ShowNodeId | Y | |
| ClassColorBy | PERCENTCORRECT | | NSubtree | 1 | | ShowValid | Y | |
| Count | Y | | NodeRole | SEGMENT | | SigLevel | 0.2 | |
| CreateSample | DEFAULT | | NodeSample | 20000 | | SplitPrecision | 4 | |
| Criterion | DEFAULT | | NominalCriterion | PROBCHISQ | | Splitsize | . | |
| Depth | Y | | Nrules | 5 | | Subtree | ASSESSMENT | |
| Dummy | N | | Nsurrs | 0 | | Target | ALL | |
| Exhaustive | 5000 | | NumInputs | 1 | | ToolType | MODEL | |
| Freeze | N | | NumSingleImp | 5 | | TrainMode | BATCH | |
| ImportModel | N | | ObsImportance | N | | UseDecision | N | |
| ImportedTreeData | | | OrdinalCriterion | ENTROPY | | UseMultipleTarget | N | |
| Inputs | N | | PercentCorrect | N | | UsePriors | N | |
| IntColorBy | AVG | | Performance | DISK | | UseVarOnce | N | |
| IntervalCriterion | PROBF | | Precision | 4 | | VarSelection | Y | |

## Node=Probability Tree
## Variable Summary

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |
| INPUT | BINARY | 5 | City Device IsDayVisit VisitNumber VisitPage |
| INPUT | INTERVAL | 3 | Age ViewedPage VisitTime |
| INPUT | NOMINAL | 4 | AdsTool Gender Interest OS |
| ID | INTERVAL | 1 | _dataobs_ |

## Node=Probability Tree
## Model Fit Statistics

Target=Registration Target Label=Registration

| Label of Statistic | Train | Validation | Test |
|---|---|---|---|
| Sum of Frequencies | 9999.00 | 10001.00 | . |
| Misclassification Rate | 0.11 | 0.12 | . |
| Maximum Absolute Error | 0.99 | 1.00 | . |
| Sum of Squared Errors | 1626.69 | 1774.49 | . |
| Average Squared Error | 0.08 | 0.09 | . |
| Root Average Squared Error | 0.29 | 0.30 | . |
| Divisor for ASE | 19998.00 | 20002.00 | . |
| Total Degrees of Freedom | 9999.00 | . | . |

## SAS Enterprise Miner Report
## Node=Probability Tree
## Tree Diagram
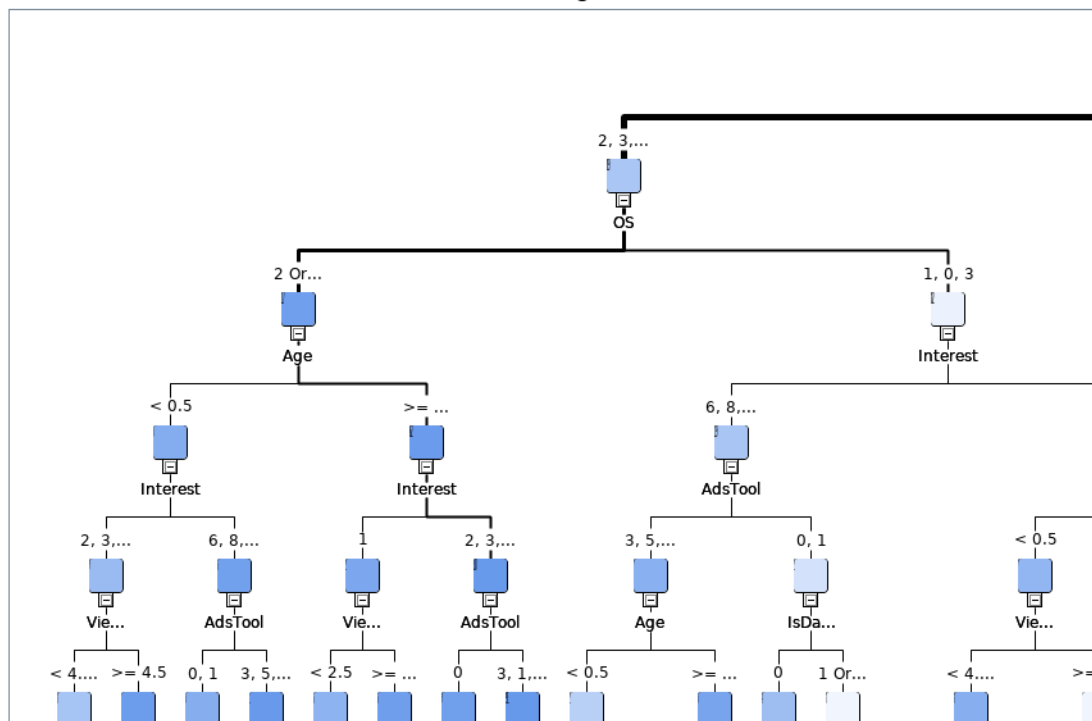
SAS Enterprise Miner Report
Node=Probability Tree
Treemap
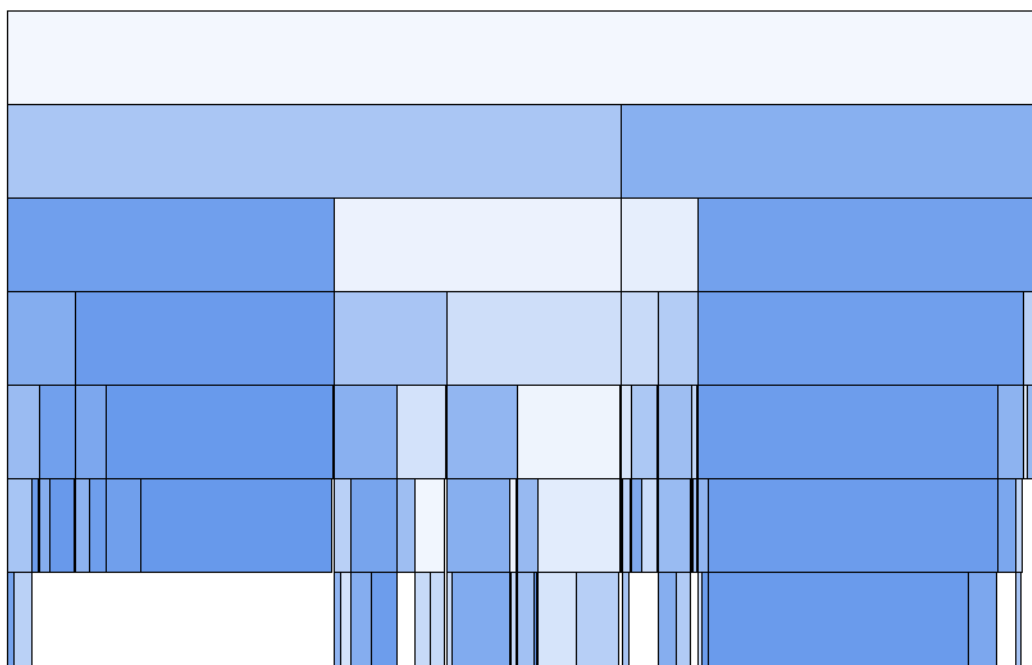


SAS Enterprise Miner Report
Node=Probability Tree
Model Iteration Plots
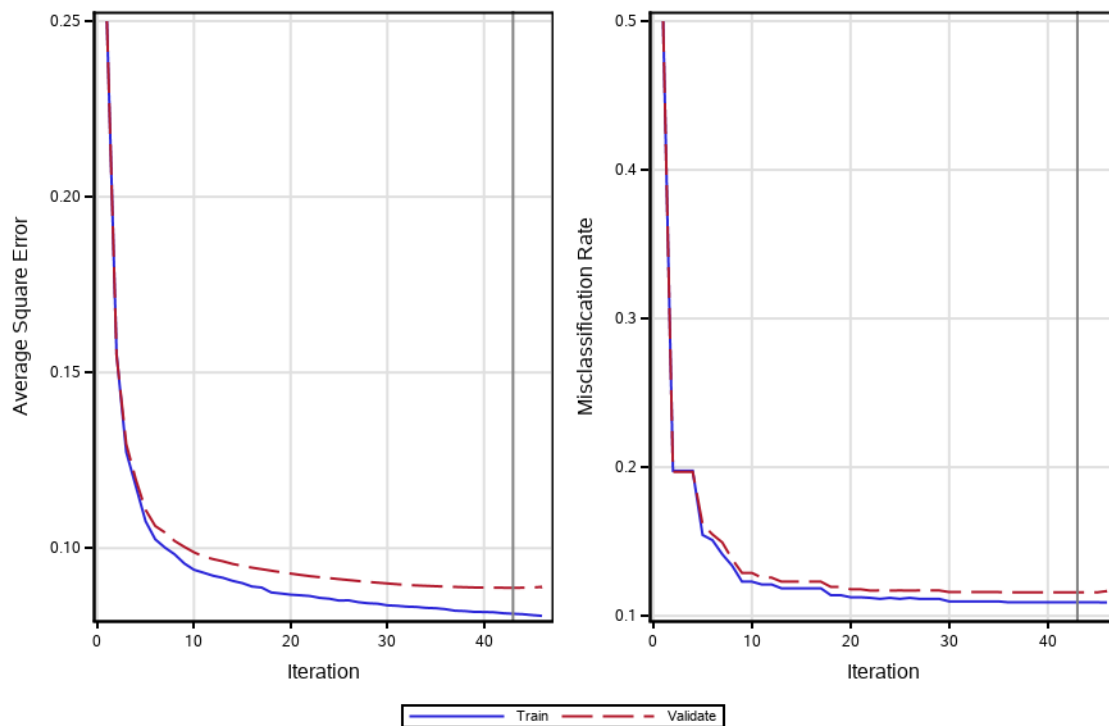
# SAS Enterprise Miner Report
## Node=Probability Tree
### Model Assessment Scores where TARGET='Registration'



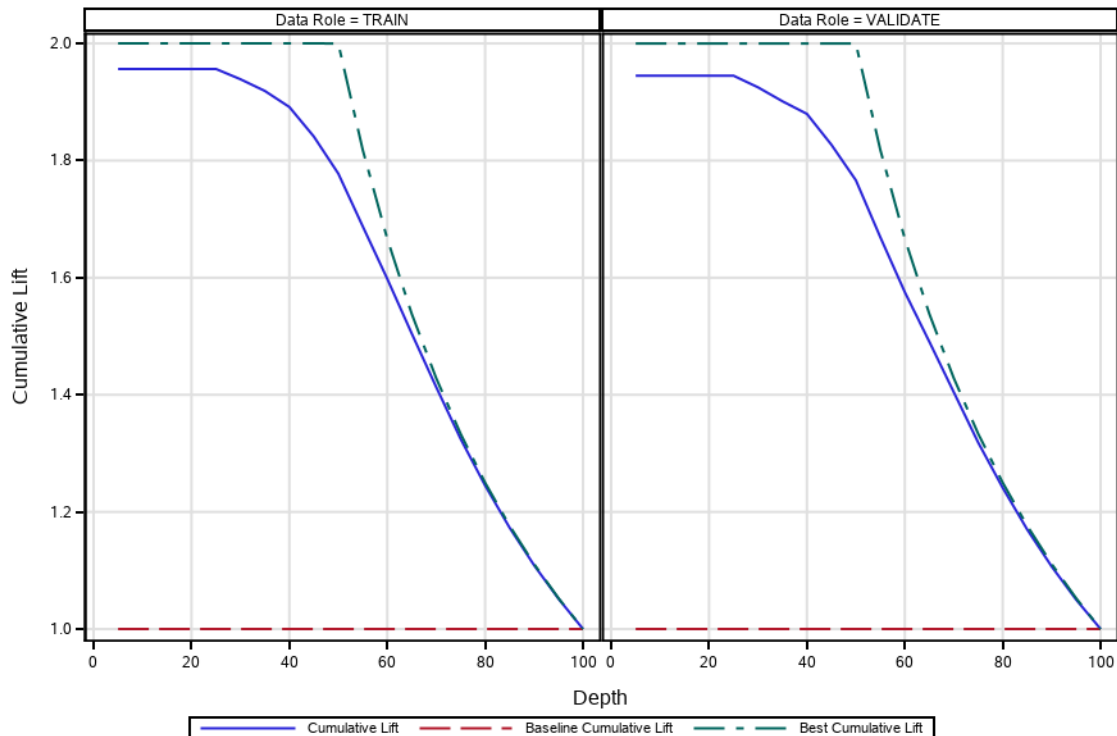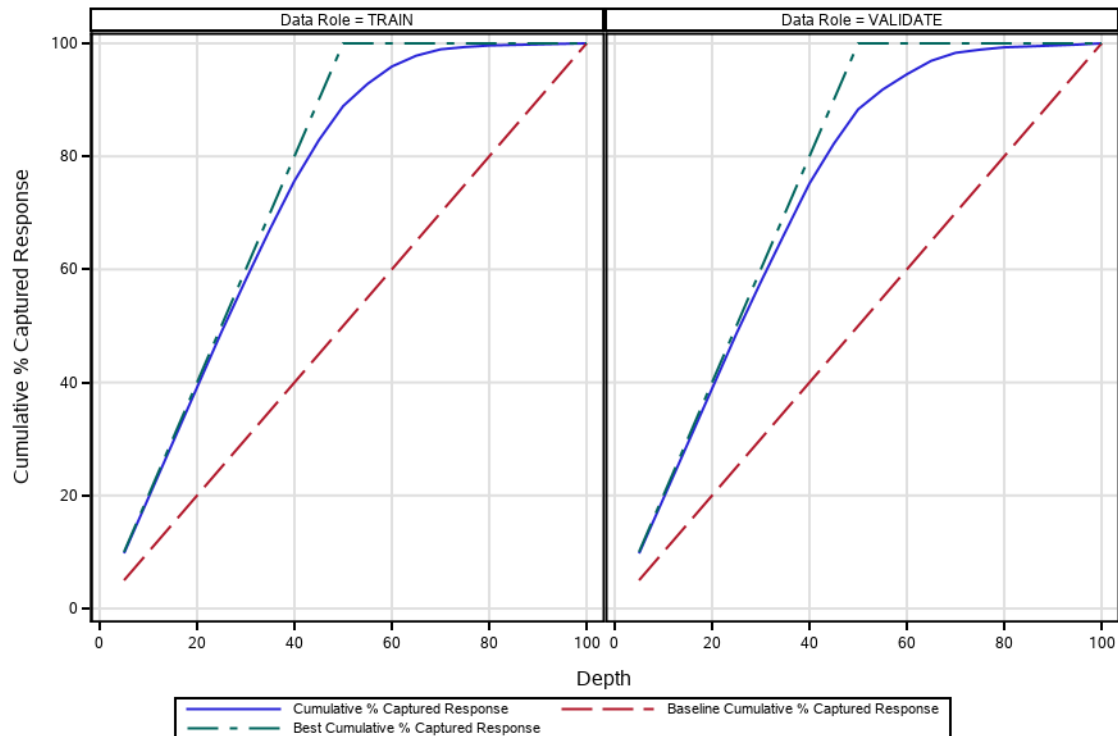# SAS Enterprise Miner Report
## Node=Probability Tree
### Model Assessment Scores where TARGET='Registration'

SAS Enterprise Miner Report
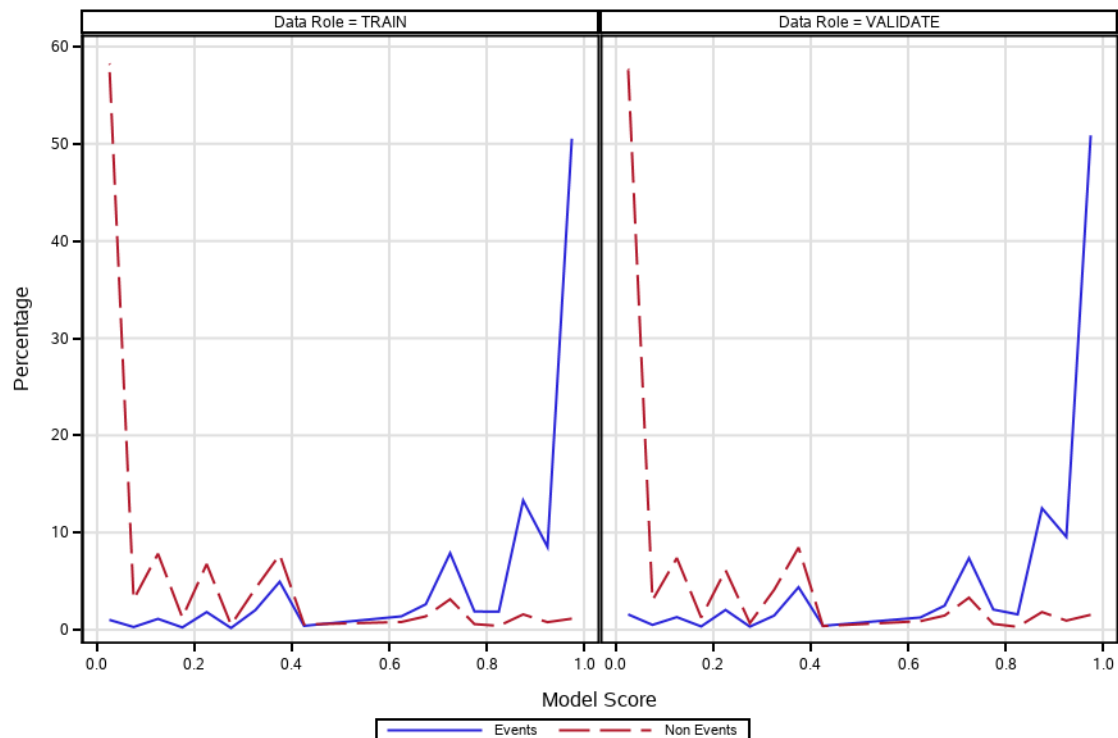Node=Probability Tree
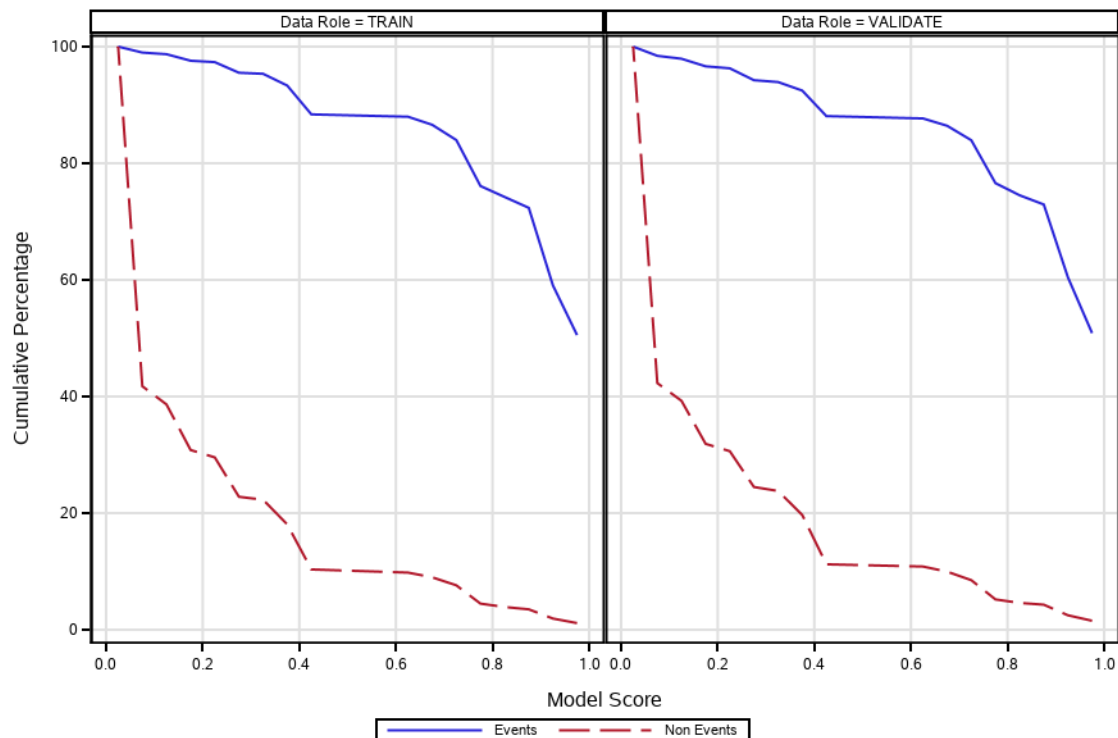Model Assessment Scores where TARGET='Registration'



SAS Enterprise Miner Report
Node=Probability Tree
Score Distributions where TARGET='Registration'

SAS Enterprise Miner Report
Node=Probability Tree
Score Distributions where TARGET='Registration'

## Node=Probability Tree
## Score Distributions

Target Variable=Registration Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2526 | 50.5301 | 1.14 | 50.530 | 1.14 |
| 0.90-0.95 | 426 | 8.5217 | 0.78 | 59.052 | 1.92 |
| 0.85-0.90 | 665 | 13.3027 | 1.58 | 72.354 | 3.50 |
| 0.80-0.85 | 93 | 1.8604 | 0.40 | 74.215 | 3.90 |
| 0.75-0.80 | 94 | 1.8804 | 0.58 | 76.095 | 4.48 |
| 0.70-0.75 | 394 | 7.8816 | 3.14 | 83.977 | 7.62 |
| 0.65-0.70 | 131 | 2.6205 | 1.38 | 86.597 | 9.00 |
| 0.60-0.65 | 69 | 1.3803 | 0.80 | 87.978 | 9.80 |
| 0.40-0.45 | 20 | 0.4001 | 0.54 | 88.378 | 10.34 |
| 0.35-0.40 | 247 | 4.9410 | 7.72 | 93.319 | 18.06 |
| 0.30-0.35 | 101 | 2.0204 | 4.24 | 95.339 | 22.30 |
| 0.25-0.30 | 9 | 0.1800 | 0.50 | 95.519 | 22.80 |
| 0.20-0.25 | 91 | 1.8204 | 6.76 | 97.339 | 29.56 |
| 0.15-0.20 | 12 | 0.2400 | 1.26 | 97.580 | 30.82 |
| 0.10-0.15 | 56 | 1.1202 | 7.82 | 98.700 | 38.64 |
| 0.05-0.10 | 14 | 0.2801 | 3.12 | 98.980 | 41.76 |
| 0.00-0.05 | 51 | 1.0202 | 58.24 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|
| 0.95-1.00 | 2544 | 50.8698 | 1.54 | 50.870 | 1.54 |
| 0.90-0.95 | 478 | 9.5581 | 0.94 | 60.428 | 2.48 |
| 0.85-0.90 | 625 | 12.4975 | 1.82 | 72.925 | 4.30 |
| 0.80-0.85 | 79 | 1.5797 | 0.30 | 74.505 | 4.60 |
| 0.75-0.80 | 104 | 2.0796 | 0.60 | 76.585 | 5.20 |
| 0.70-0.75 | 368 | 7.3585 | 3.30 | 83.943 | 8.50 |
| 0.65-0.70 | 124 | 2.4795 | 1.46 | 86.423 | 9.96 |
| 0.60-0.65 | 63 | 1.2597 | 0.88 | 87.682 | 10.84 |
| 0.40-0.45 | 20 | 0.3999 | 0.38 | 88.082 | 11.22 |
| 0.35-0.40 | 219 | 4.3791 | 8.46 | 92.462 | 19.68 |
| 0.30-0.35 | 73 | 1.4597 | 4.12 | 93.921 | 23.80 |
| 0.25-0.30 | 16 | 0.3199 | 0.68 | 94.241 | 24.48 |
| 0.20-0.25 | 102 | 2.0396 | 6.14 | 96.281 | 30.62 |
| 0.15-0.20 | 17 | 0.3399 | 1.26 | 96.621 | 31.88 |
| 0.10-0.15 | 65 | 1.2997 | 7.38 | 97.920 | 39.26 |
| 0.05-0.10 | 25 | 0.4999 | 3.04 | 98.420 | 42.30 |
| 0.00-0.05 | 79 | 1.5797 | 57.70 | 100.000 | 100.00 |

Target Variable=Registration Data Role=VALIDATE

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|---|---|---|---|---|---|

**SAS Enterprise Miner Report**

**Node=Model Comparison
Summary**

Node id = MdlComp
Node label = Model Comparison
Meta path = Ids => Part => Impt => Reg4 => MdlComp
Notes =

**Node=Model Comparison
Properties**

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|---|---|---|---|---|---|---|---|---|
| Component | ModelCompare | | NumberOfReportedLevels | 1E-6 | | SelectionData | DEFAULT | |
| AssessAllTargetLevels | N | | NumberofBins | 20 | | SelectionDepth | 10 | |
| DecileBin | 20 | | ProfitEpsilon | 1E-6 | | SelectionTable | TRAIN | TABLE |
| HPCriteria | DEFAULT | | RecomputeAssess | N | | StatisticUsed | _VMISC_ | |
| LiftEpsilon | 1E-6 | | RocChart | Y | | TargetLabel | Registration | |
| ModelCriteria | Valid: Misclassification Rate | | RocEpsilon | 0.01 | | TargetName | Registration | |
| ModelDescription | Polynominal Regression | | RoiEpsilon | 1E-6 | | classViyaCriteria | DEFAULT | |
| ModelId | Reg4 | | ScoreDistBin | 20 | | intervalViyaCriteria | DEFAULT | |
| NormalizeReportingVariables | Y | | SelectionCriteria | DEFAULT | | | | |

**Node=Model Comparison
Variable Summary**

| Role | Level | Frequency Count | Name |
|---|---|---|---|
| TARGET | BINARY | 1 | Registration |

**Node=Model Comparison
Fit Statistics Table**

| Selected Model | Predecessor Node | Model Node | Model Description | Target Variable | Target Label | Selection Criterion: Valid: Misclassification Rate | Train: Average Squared Error | Train: Misclassification Rate | Train: Kolmogorov-Smirnov Statistic |
|---|---|---|---|---|---|---|---|---|---|
| Y | Reg4 | Reg4 | Polynominal Regression | Registration | Registration | 0.09869 | 0.072865 | 0.09901 | 0.802 |
| | Reg2 | Reg2 | Stepwise Regression | Registration | Registration | 0.10349 | 0.075349 | 0.10241 | 0.799 |
| | Boost | Boost | Gradient Boosting | Registration | Registration | 0.10469 | 0.078233 | 0.10131 | 0.800 |
| | Reg | Reg | Regression | Registration | Registration | 0.10499 | 0.074686 | 0.10171 | 0.800 |
| | Tree | Tree | Max Tree | Registration | Registration | 0.11569 | 0.086074 | 0.10981 | 0.780 |
| | Tree2 | Tree2 | Missclass Tree | Registration | Registration | 0.11569 | 0.086074 | 0.10981 | 0.780 |
| | Tree3 | Tree3 | Probability Tree | Registration | Registration | 0.11579 | 0.081343 | 0.10911 | 0.782 |

| Selected Model | Predecessor Node | Model Node | Model Description | Target Variable | Target Label | Selection Criterion: Valid: Misclassification Rate | Valid: Average Squared Error | Valid: Misclassification Rate | Valid: Kolmogorov-Smirnov Statistic |
|---|---|---|---|---|---|---|---|---|---|
| Y | Reg4 | Reg4 | Polynominal Regression | Registration | Registration | 0.09869 | 0.074476 | 0.09869 | 0.803 |
| | Reg2 | Reg2 | Stepwise Regression | Registration | Registration | 0.10349 | 0.076733 | 0.10349 | 0.795 |
| | Boost | Boost | Gradient Boosting | Registration | Registration | 0.10469 | 0.081142 | 0.10469 | 0.791 |
| | Reg | Reg | Regression | Registration | Registration | 0.10499 | 0.076415 | 0.10499 | 0.793 |
| | Tree | Tree | Max Tree | Registration | Registration | 0.11569 | 0.092477 | 0.11569 | 0.769 |
| | Tree2 | Tree2 | Missclass Tree | Registration | Registration | 0.11569 | 0.092477 | 0.11569 | 0.769 |
| | Tree3 | Tree3 | Probability Tree | Registration | Registration | 0.11579 | 0.088716 | 0.11579 | 0.769 |

SAS Enterprise Miner Report
Node=Model Comparison
Classification Chart
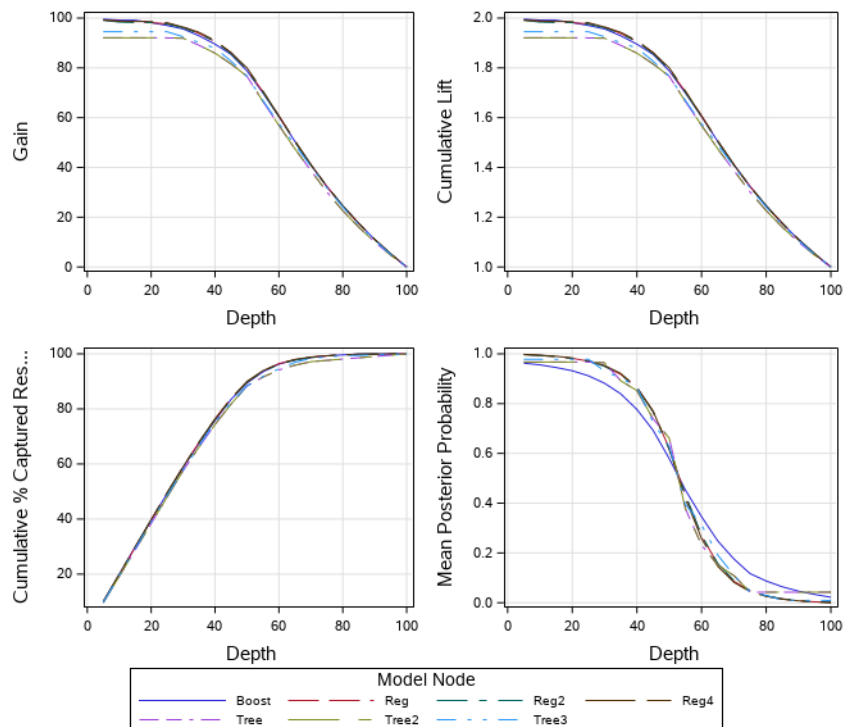TARGET='Registration' and _TYPE_='PREDICTION'
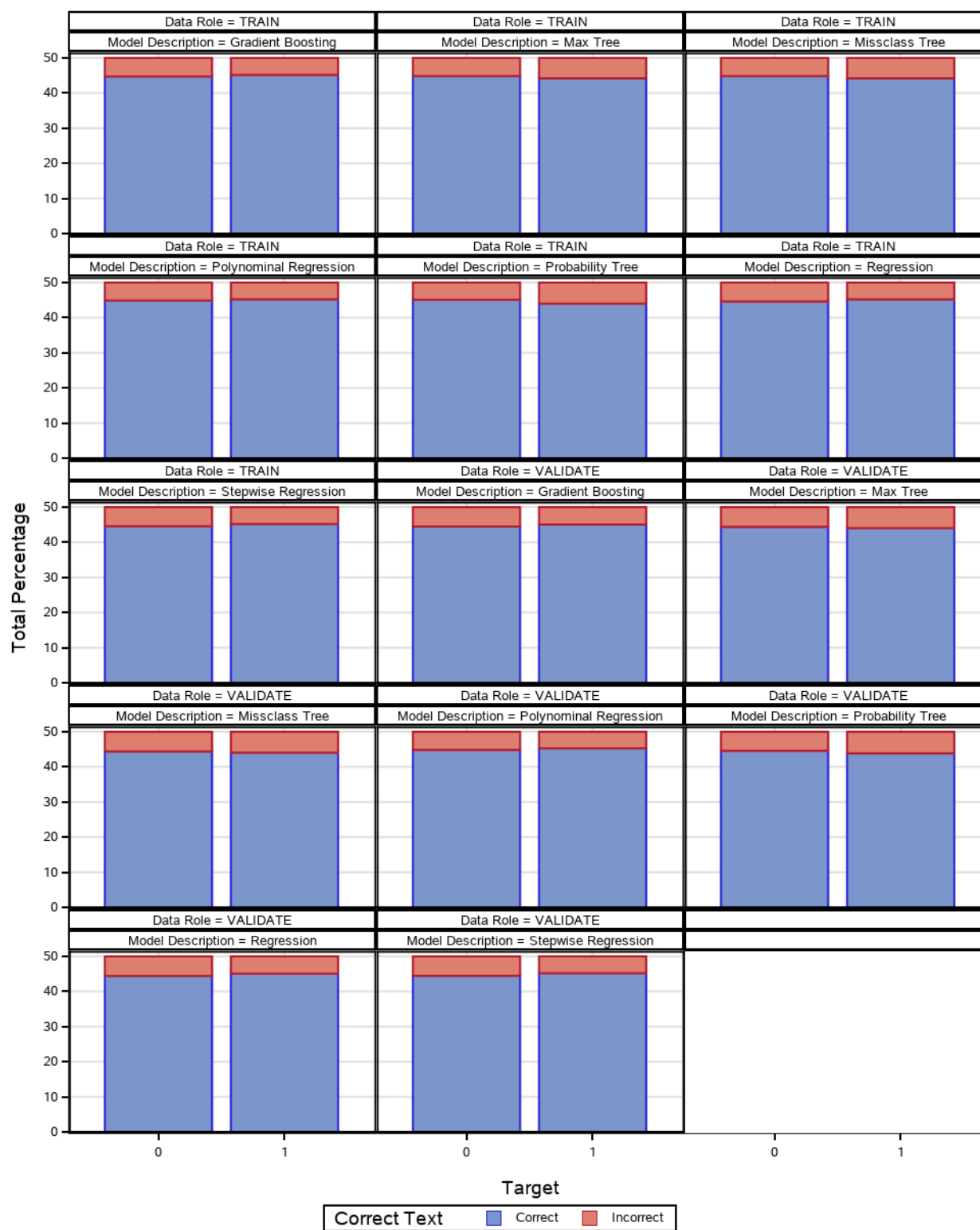
SAS Enterprise Miner Report
Node=Model Comparison
Multiple Model Assessment Scores where DataRole=TRAIN
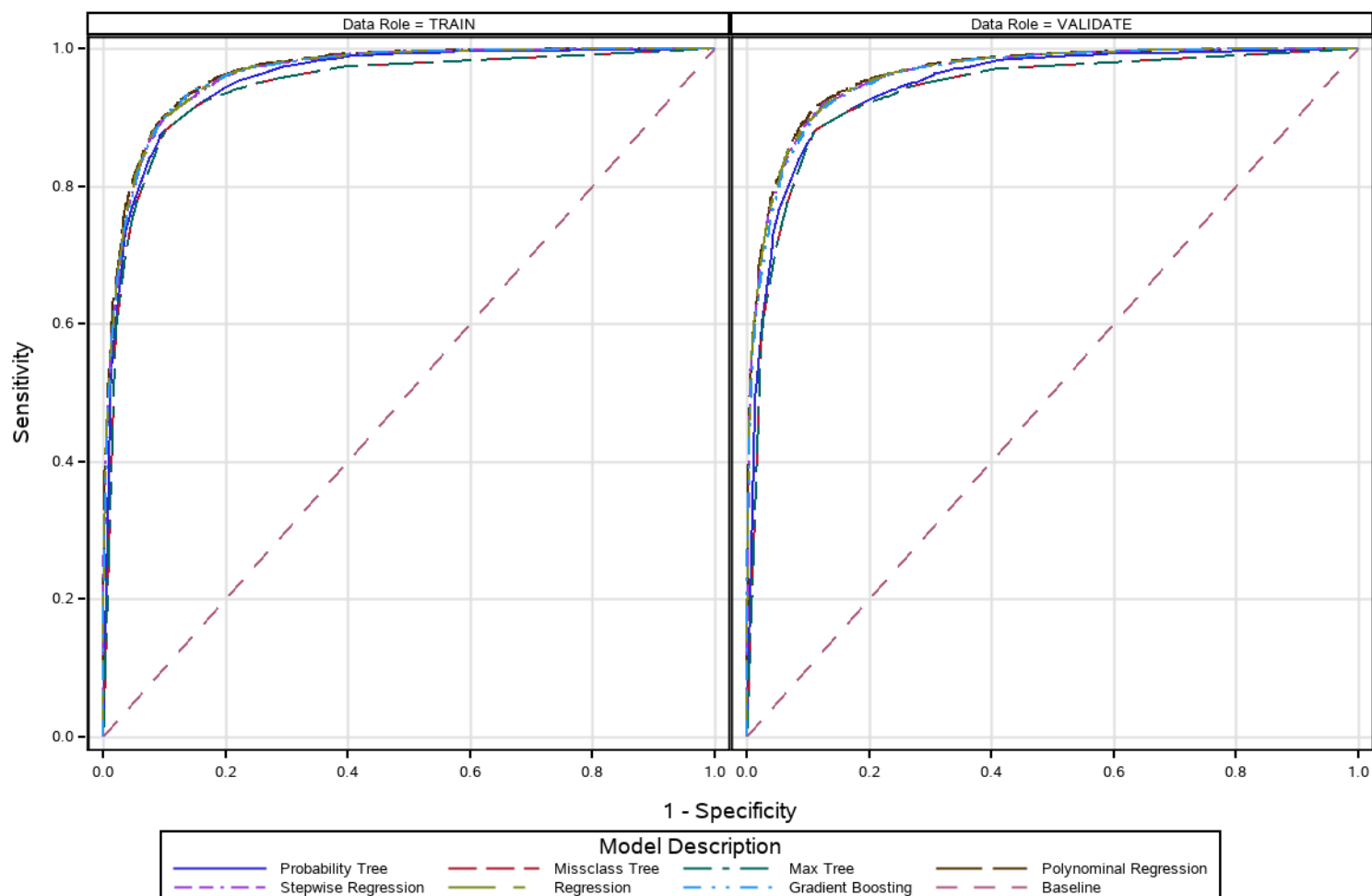TARGET='Registration'
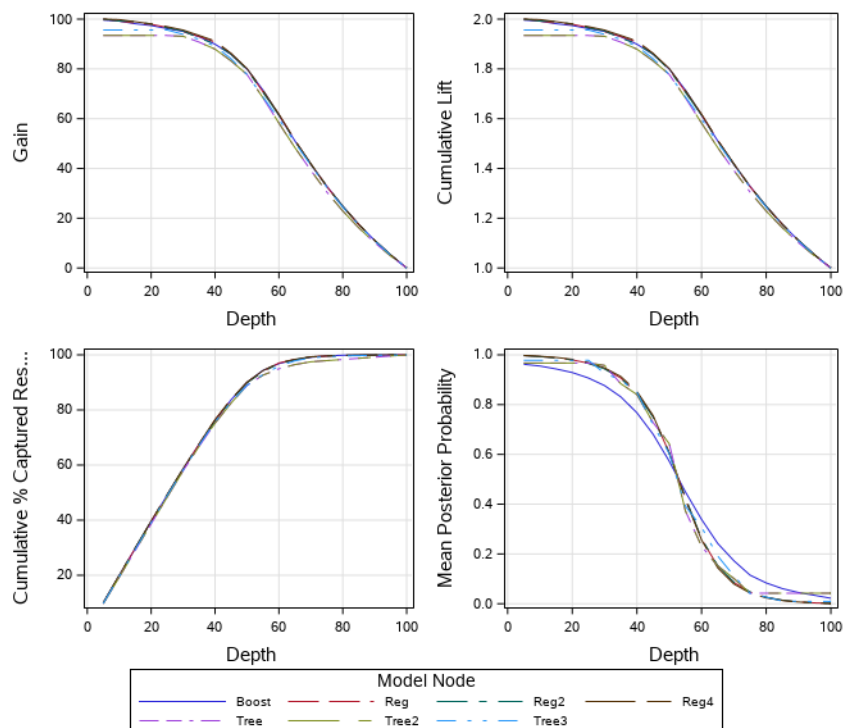


SAS Enterprise Miner Report
Node=Model Comparison
Multiple Model Assessment Scores where DataRole=VALIDATE
TARGET='Registration'

# SAS Enterprise Miner Report
## Node=Model Comparison
## ROC Chart
## TARGET='Registration' and EVENT='1'



End of Report