

```

1  *-----
   -*
2  User:                u63457937
3  Date:                07 January 2024
4  Time:                10:14:28
5  *-----
   -*
6  * Training Output
7  *-----
   -*
8
9
10
11
12 Variable Summary
13
14           Measurement      Frequency
15 Role           Level        Count
16
17 ID             INTERVAL      1
18 ID             NOMINAL       1
19 INPUT          INTERVAL      4
20 INPUT          NOMINAL      12
21 TARGET         NOMINAL       1
22 TIMEID         INTERVAL      1
23
24
25
26
27 Model Events
28
29                                     Number
30                                     of
31           Target      Event      Measurement      Levels      O
           rder        Label      Level
32

```

33 Subscription\_Status YES NOMINAL 2 Des  
cending

34

35

36

37

38 Predicted and decision variables

39

40 Type	Variable	Label
---------	----------	-------

41

42 TARGET	Subscription_Status	
-----------	---------------------	--

43 PREDICTED	P_Subscription_StatusYes	Predicted: Subscrip tion_Status=Yes
--------------	--------------------------	--

44 RESIDUAL	R_Subscription_StatusYes	Residual: Subscript ion_Status=Yes
-------------	--------------------------	---------------------------------------

45 PREDICTED	P_Subscription_StatusNo	Predicted: Subscrip tion_Status=No
--------------	-------------------------	---------------------------------------

46 RESIDUAL	R_Subscription_StatusNo	Residual: Subscript ion_Status=No
-------------	-------------------------	--------------------------------------

47 FROM	F_Subscription_Status	From: Subscription_ Status
---------	-----------------------	-------------------------------

48 INTO	I_Subscription_Status	Into: Subscription_ Status
---------	-----------------------	-------------------------------

49

50

51 \*-----  
-\*

52 \* Score Output

53 \*-----  
-\*

54

55

56 \*-----  
-\*

57 \* Report Output

58 \*-----

—\*

59

60

61

62 Variable Importance

63

64

Number of

65

Splitting

66 Variable Name

Label

Rules

Importanc

e

67

68 Discount\_Applied

1

1.000

0

69 Location

1

0.303

2

70 Purchase\_Amount\_\_USD

1

0.121

3

71

72

73

74 Tree Leaf Report

75

76

Training

77 Node

Training

Percent

78 Id

Depth

Observations

YES

79

80

2

1

1080

0.00

81

6

2

223

0.57

82

10

3

207

0.81

83

5

2

186

0.67

84

7

2

156

0.44

85

8

2

64

0.34

86

9

3

27

0.48

87

88

89

```

90
91 Fit Statistics
92
93 Target=Subscription_Status Target Label=' '
94
95     Fit
96 Statistics      Statistics Label              Train      Te
    st
97
98   _NOBS_        Sum of Frequencies           1943.00    1945.
    00
99   _MISC_        Misclassification Rate         0.15        0.
    18
100  _MAX_         Maximum Absolute Error         0.81        0.
    81
101  _SSE_         Sum of Squared Errors          373.96      407.
    19
102  _ASE_         Average Squared Error          0.10        0.
    10
103  _RASE_        Root Average Squared Error     0.31        0.
    32
104  _DIV_         Divisor for ASE                3886.00     3890.
    00
105  _DFT_         Total Degrees of Freedom       1943.00      .
106
107
108
109
110 Classification Table
111
112 Data Role=TRAIN Target Variable=Subscription_Status Target L
    abel=' '
113
114                                Target      Outcome      Frequency
      Total
115 Target      Outcome      Percentage      Percentage      Count

```

```

Percentage
116
117  NO          NO          92.1628      86.1875      1223
      62.9439
118  YES          NO          7.8372       19.8473       104
      5.3525
119  NO          YES          31.8182      13.8125       196
      10.0875
120  YES          YES          68.1818      80.1527       420
      21.6161
121
122
123
124
125 Event Classification Table
126
127 Data Role=TRAIN Target=Subscription_Status Target Label=' '
128
129  False      True      False      True
130 Negative   Negative Positive   Positive
131
132  104        1223      196        420
133
134
135
136
137 Assessment Score Rankings
138
139 Data Role=TRAIN Target Variable=Subscription_Status Target L
    abel=' '
140
141
                                Mean
142                                Cumulative      %      Cum
                                Posterior
143 Depth      Gain      Lift      Lift      Response      % R

```

	esponse	Observations		Probability		
144						
145	5	200.940	3.00940	3.00940	81.1594	8
	1.1594	98		0.81159		
146	10	200.940	3.00940	3.00940	81.1594	8
	1.1594	97		0.81159		
147	15	185.877	2.55596	2.85877	68.9307	7
	7.0971	97		0.68931		
148	20	176.730	2.49195	2.76730	67.2043	7
	4.6303	97		0.67204		
149	25	163.959	2.12742	2.63959	57.3735	7
	1.1860	97		0.57374		
150	30	155.177	2.11174	2.55177	56.9507	6
	8.8175	97		0.56951		
151	35	144.918	1.83893	2.44918	49.5933	6
	6.0511	98		0.49593		
152	40	134.831	1.64008	2.34831	44.2308	6
	3.3305	97		0.44231		
153	45	122.057	1.19606	2.22057	32.2561	5
	9.8857	97		0.32256		
154	50	99.897	0.00000	1.99897	0.0000	5
	3.9095	97		0.00000		
155	55	81.759	0.00000	1.81759	0.0000	4
	9.0178	97		0.00000		
156	60	66.638	0.00000	1.66638	0.0000	4
	4.9400	97		0.00000		
157	65	53.840	0.00000	1.53840	0.0000	4
	1.4885	97		0.00000		
158	70	42.763	0.00000	1.42763	0.0000	3
	8.5011	98		0.00000		
159	75	33.265	0.00000	1.33265	0.0000	3
	5.9396	97		0.00000		
160	80	24.952	0.00000	1.24952	0.0000	3
	3.6977	97		0.00000		
161	85	17.615	0.00000	1.17615	0.0000	3
	1.7191	97		0.00000		

162	90	11.092	0.00000	1.11092	0.0000	2
	9.9600	97		0.00000		
163	95	5.255	0.00000	1.05255	0.0000	2
	8.3857	97		0.00000		
164	100	0.000	0.00000	1.00000	0.0000	2
	6.9686	97		0.00000		

165

166

167

168

169 Assessment Score Distribution

170

171 Data Role=TRAIN Target Variable=Subscription\_Status Target Label=' '

172

173	Posterior	Number		Mean	
174	Probability	of	Number of	Posterior	
175	Range	Events	Nonevents	Probability	Percent
					age

176

177	0.80-0.85	168	39	0.81159	10.65
	36				

178	0.65-0.70	125	61	0.67204	9.57
	28				

179	0.55-0.60	127	96	0.56951	11.47
	71				

180	0.45-0.50	13	14	0.48148	1.38
	96				

181	0.40-0.45	69	87	0.44231	8.02
	88				

182	0.30-0.35	22	42	0.34375	3.29
	39				

183	0.00-0.05	0	1080	0.00000	55.58
	41				