

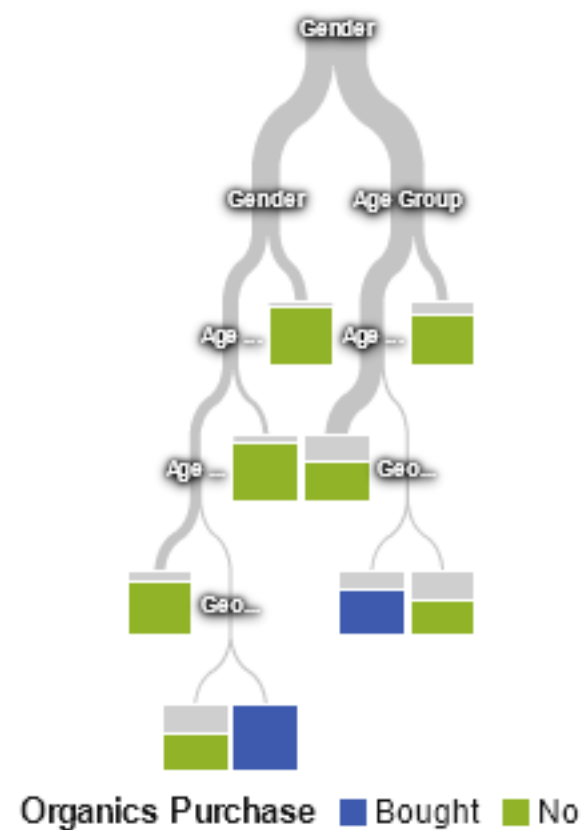
decission tree

Creation date: Wednesday, August 2, 2017

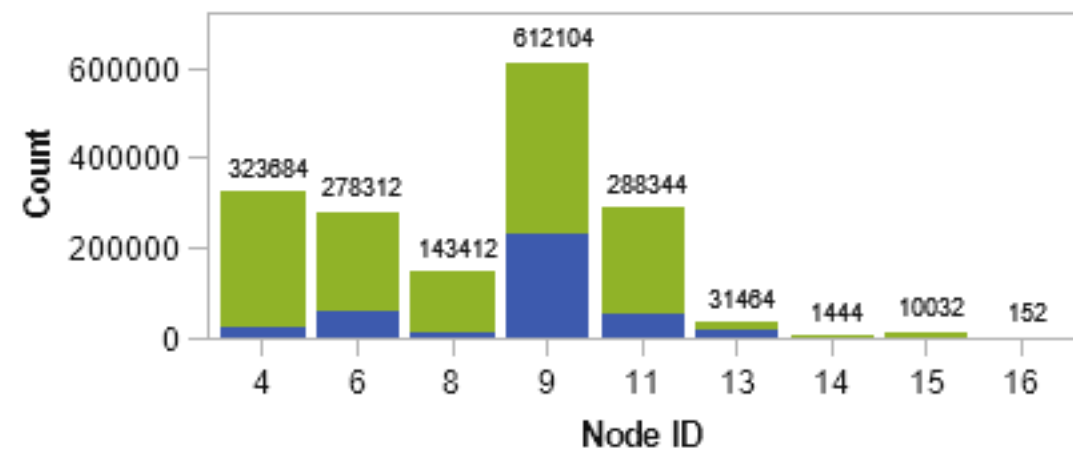
Author: Ameer Ali Khoso

Organics Purchase (event=Bought) Observations Used: 1,688,948

Tree

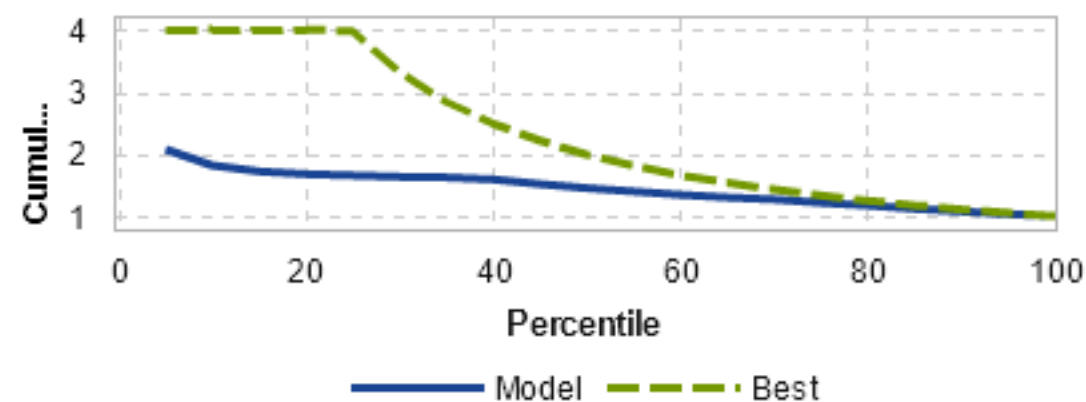


Leaf Statistics



Assessment

Lift



Filters: None

Ranks: None

Node ID	Depth	Parent ID	N Children	Type	Observations
0	0	-1	2	Class	1688948
1	1	0	2	Class	765624
2	1	0	2	Class	923324
3	2	1	2	Class	441940
4	2	1	0	Leaf	323684
5	2	2	2	Class	645012
6	2	2	0	Leaf	278312
7	3	3	2	Class	298528
8	3	3	0	Leaf	143412
9	3	5	0	Leaf	612104
10	3	5	2	Class	32908
11	4	7	0	Leaf	288344
12	4	7	2	Class	10184
13	4	10	0	Leaf	31464
14	4	10	0	Leaf	1444
15	5	12	0	Leaf	10032
16	5	12	0	Leaf	152

% Observations	Percent of Parent	Gain	Predicted Value	Bought	No
100.00%	.	0.0474	No	418380 (24.77%)	1270568 (75.23%)
45.33%	45.33%	0.0127	No	98800 (12.90%)	666824 (87.10%)
54.67%	54.67%	0.0233	No	319580 (34.61%)	603744 (65.39%)
26.17%	57.72%	0.0109	No	73416 (16.61%)	368524 (83.39%)
19.16%	42.28%	0.0065	No	25384 (7.84%)	298300 (92.16%)
38.19%	69.86%	0.0151	No	258628 (40.10%)	386384 (59.90%)
16.48%	30.14%	0.0002	No	60952 (21.90%)	217360 (78.10%)
17.68%	67.55%	0.0078	No	58748 (19.68%)	239780 (80.32%)
8.49%	32.45%	0.0020	No	14668 (10.23%)	128744 (89.77%)
36.24%	94.90%	0.0054	No	235296 (38.44%)	376808 (61.56%)
1.95%	5.10%	0.0080	Bought	23332 (70.90%)	9576 (29.10%)
17.07%	96.59%	0.0038	No	54264 (18.82%)	234080 (81.18%)
0.60%	3.41%	0.0179	No	4484 (44.03%)	5700 (55.97%)
1.86%	95.61%	0.0027	Bought	22648 (71.98%)	8816 (28.02%)
0.09%	4.39%	0.0506	No	684 (47.37%)	760 (52.63%)
0.59%	98.51%	0.0125	No	4332 (43.18%)	5700 (56.82%)
0.01%	1.49%	0.0000	Bought	152 (100.00%)	

Node ID	Parent ID	Type	Age Group	Gender	Geographic Region	Home Owner	Loyalty Card Class
0	-1	Class					
1	0	Class		U, M			
2	0	Class		F			
3	1	Class		M			
4	1	Leaf		U			
5	2	Class	young, middle, unkn..	F			
6	2	Leaf	senior	F			
7	3	Class	young, middle, unkn..	M			
8	3	Leaf	senior	M			
9	5	Leaf	middle, unknown	F			
10	5	Class	young	F			
11	7	Leaf	middle, unknown	M			
12	7	Class	young	M			
13	10	Leaf	young	F	South West, Midlan...		
14	10	Leaf	young	F	Scottish		
15	12	Leaf	young	M	Midlands, North, Sc...		
16	12	Leaf	young	M	South West		