Customer Value Model Prediction

Creation Date: Saturday, June 4, 2022 02:18:06 AM

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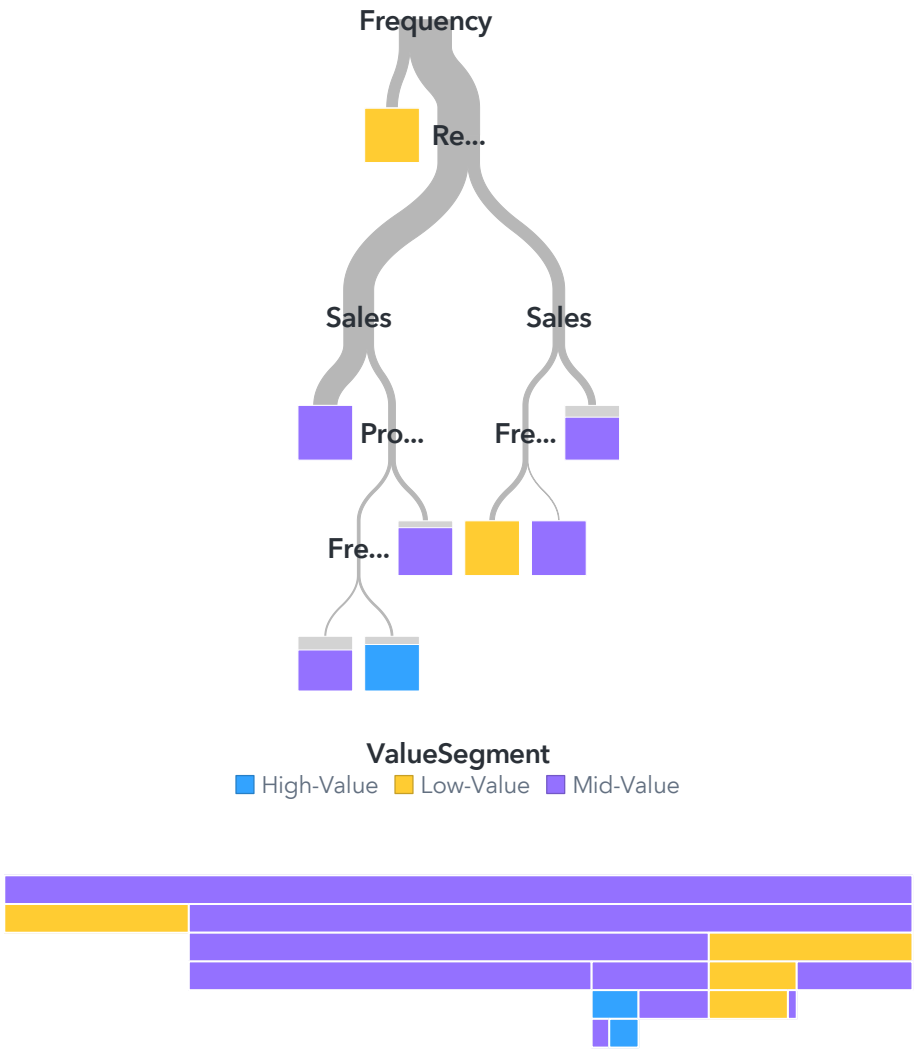
Decision Tree

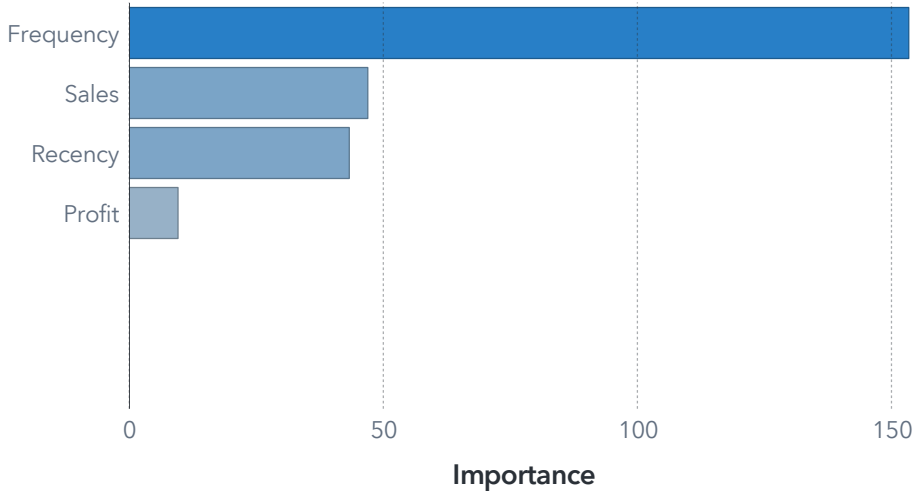
Decision Tree **ValueSegment** (event=Mid-Value) Validation Misclassification Rate **0.0453** Observations Used **885**

A1.1

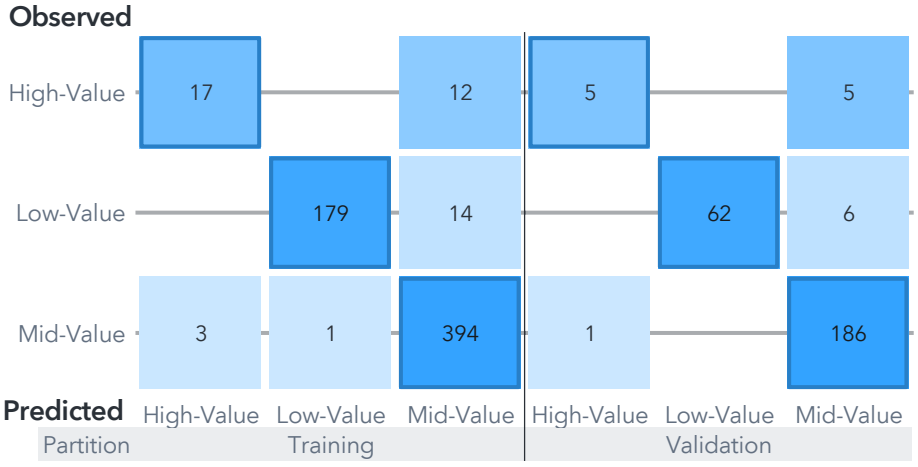
Tree



Variable Importance



Confusion Matrix

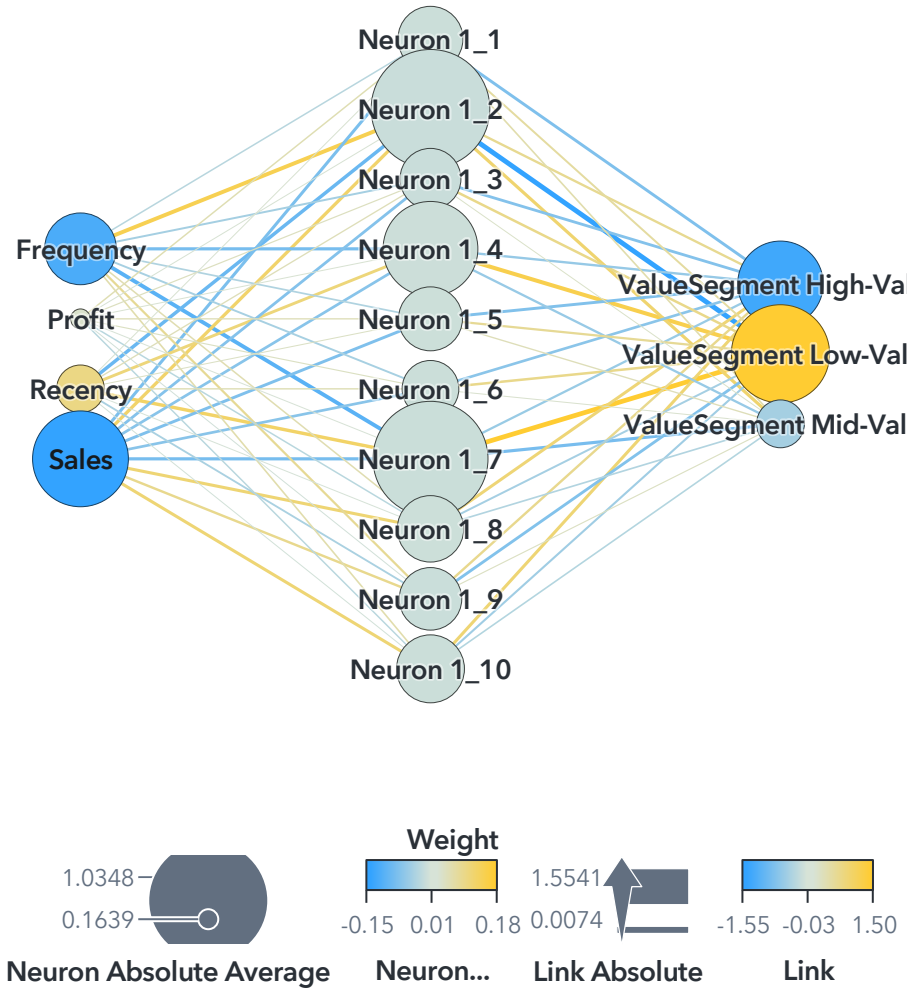


A1.2

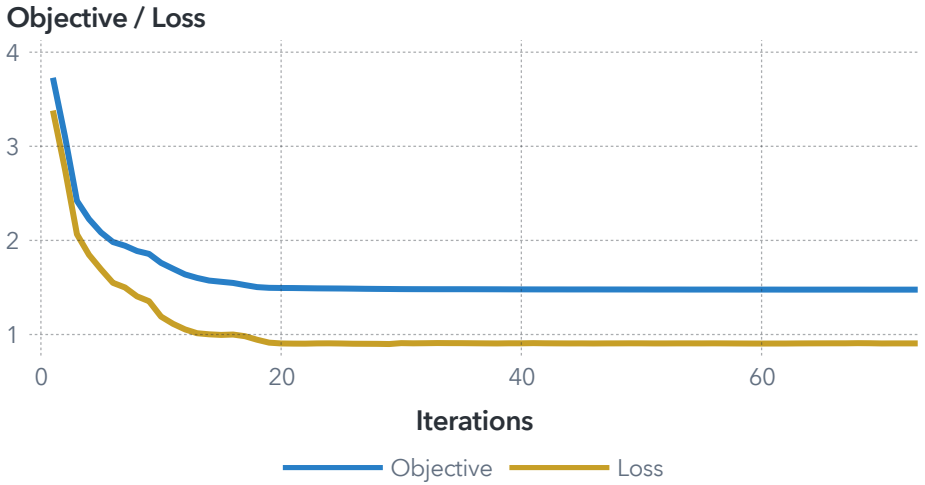
Neural Network **ValueSegment** (event=Mid-Value) Validation Misclassification Rate **0.1019** Observations Used **885**

A2.1

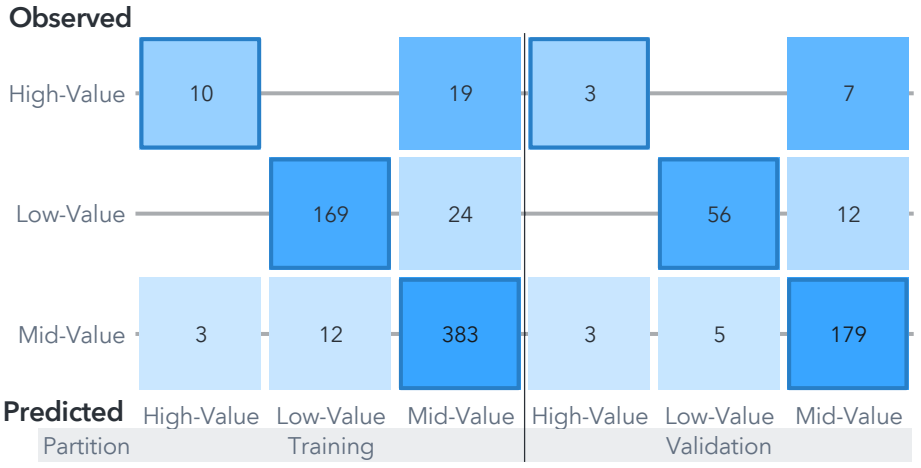
Network



Iteration Plot



Confusion Matrix



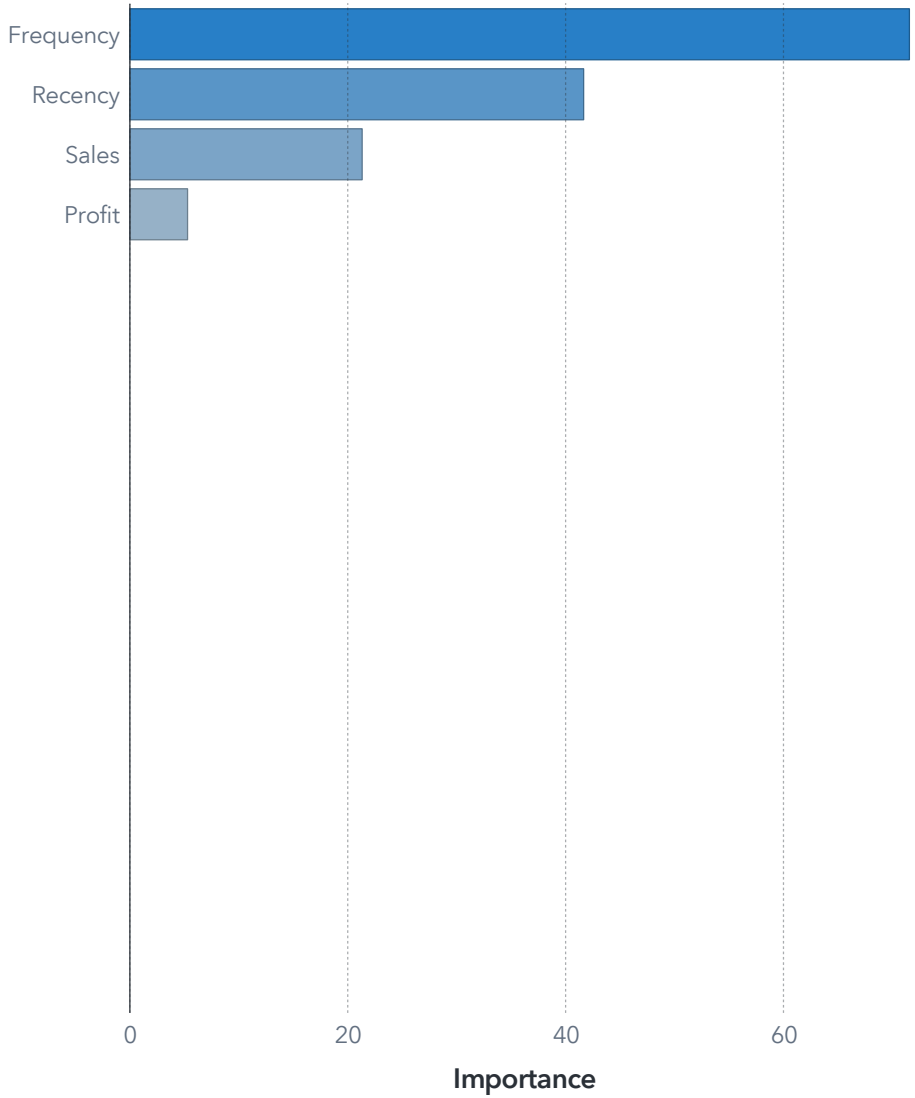
A2.2

Random Forest

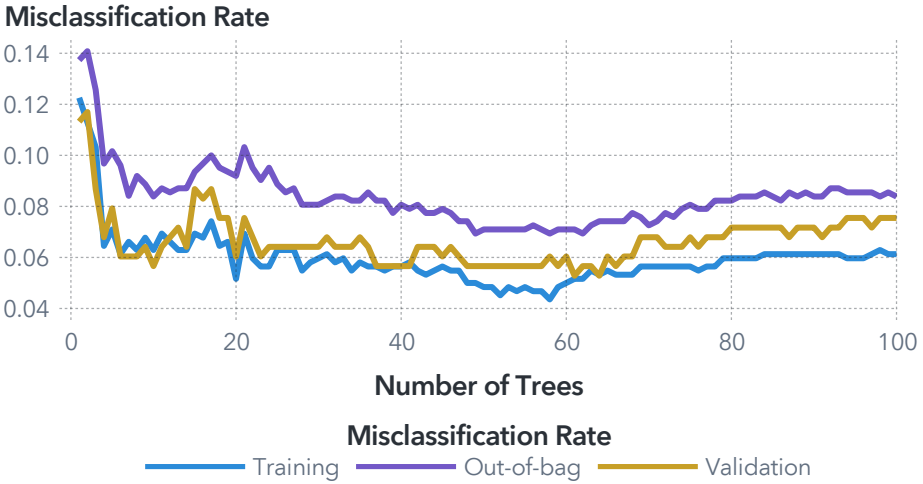
Forest **ValueSegment** (event=Mid-Value) Validation Misclassification Rate **0.0755** Observations Used **885**

A3.1

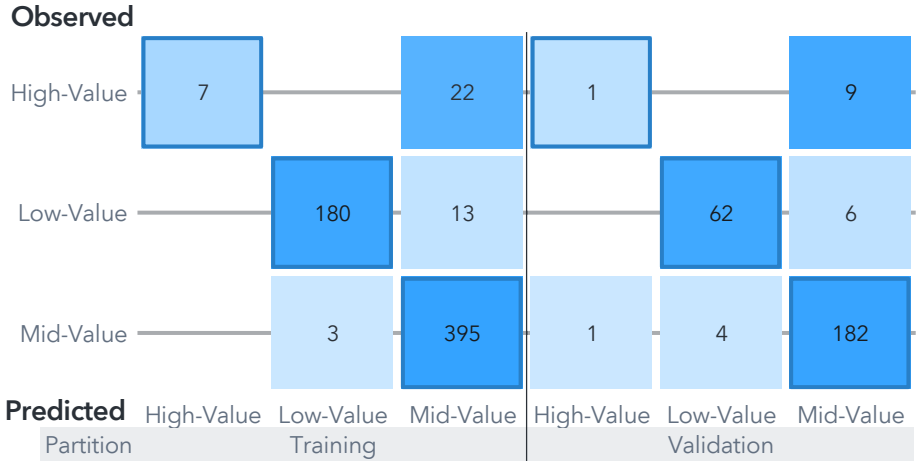
Variable Importance



Error Plot



Confusion Matrix

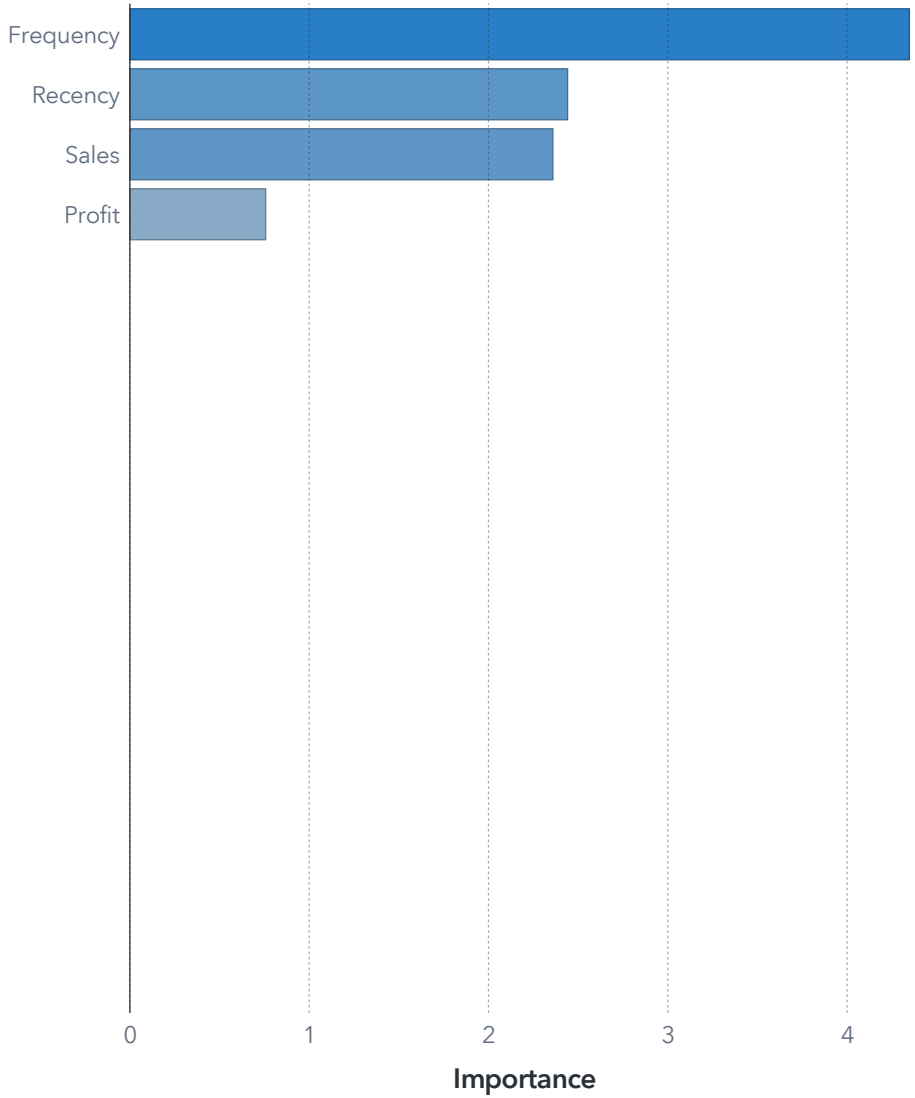


A3.2

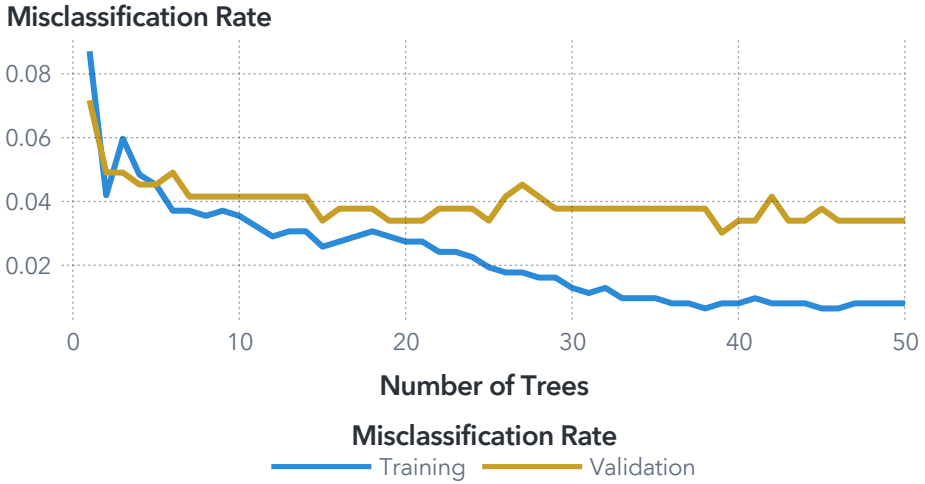
Gradient Boosting **ValueSegment** (event=Mid-Value) Validation Misclassification Rate **0.0340** Observations Used **885**

A4.1

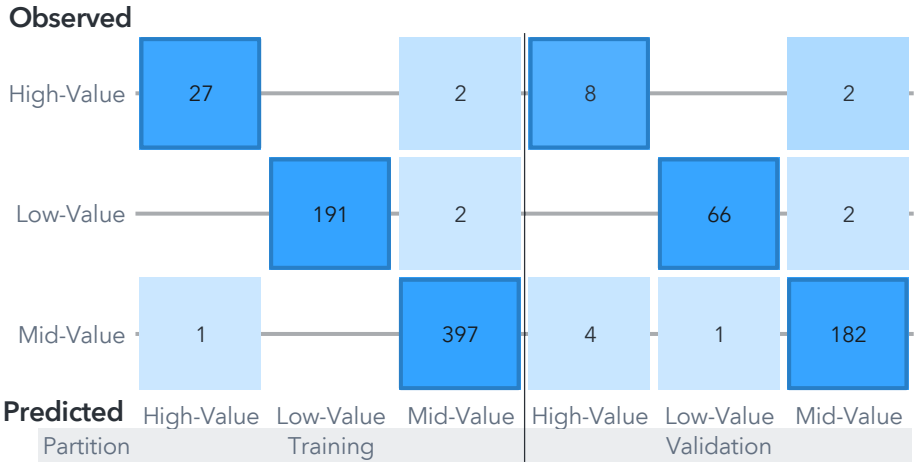
Variable Importance



Iteration Plot



Confusion Matrix

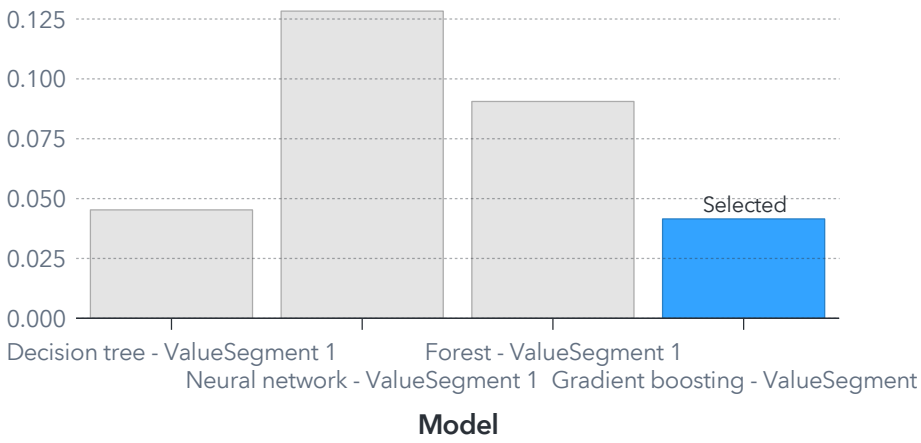


A4.2

Model Comparison **ValueSegment** (event=Mid-Value)

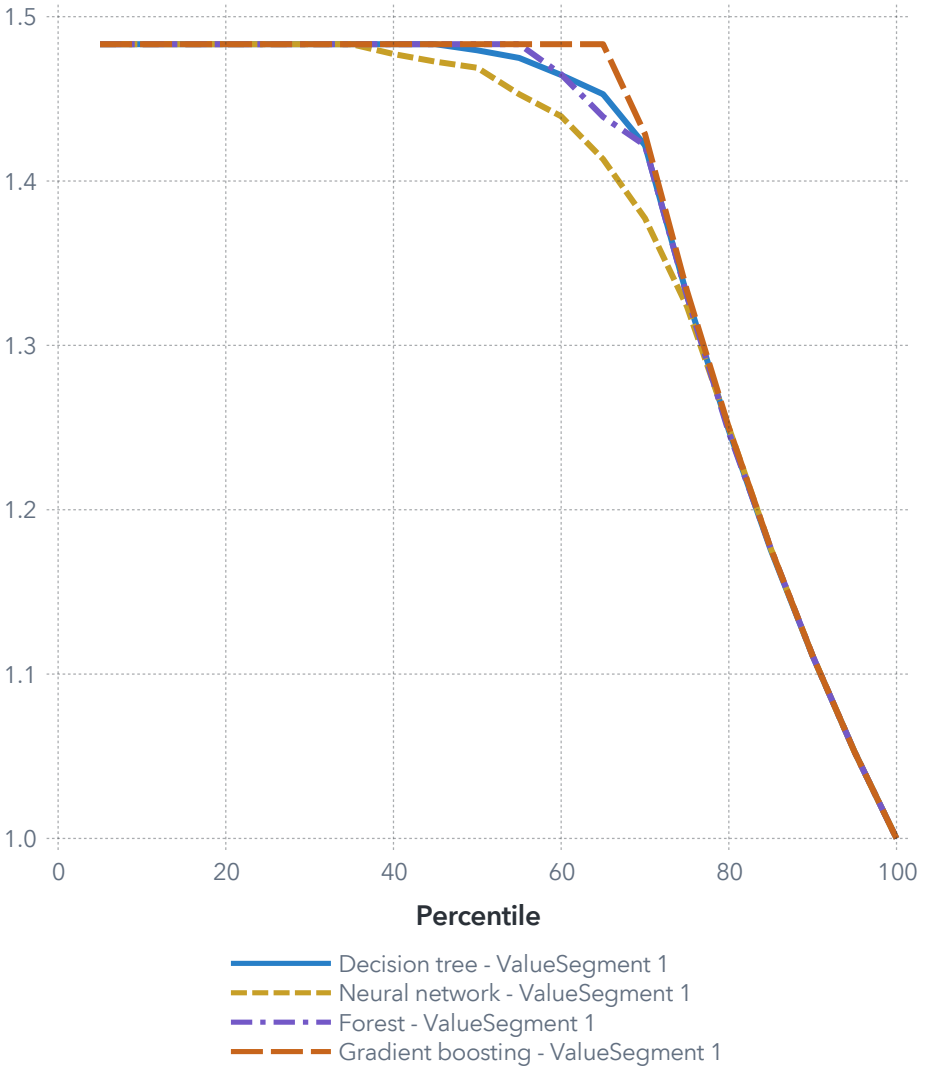
Fit Statistic

Validation: Misclassification Rate



Lift

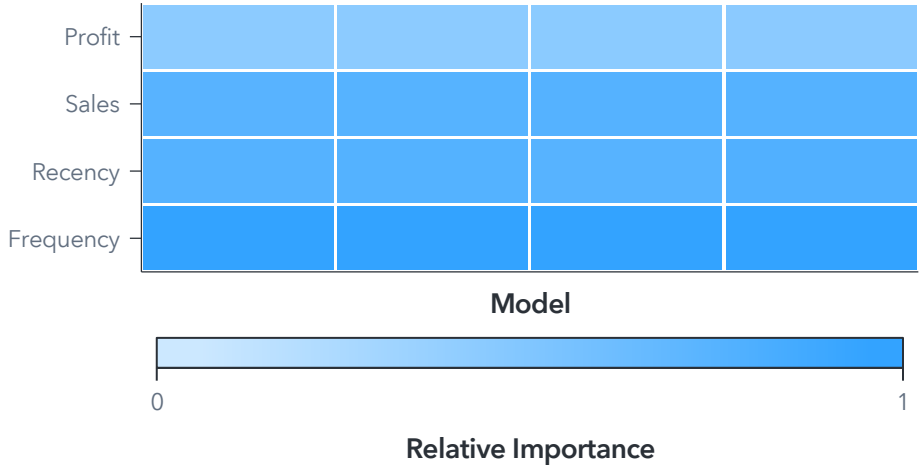
Training: Cumulative Lift



A5.1

Relative Importance

Variable



Appendix

A1.1 Header

Warnings: The percentile calculation required for model assessment was unsuccessful. Generally, this is caused by a poor model or poor choice of model assessment parameters. Change the number of bins or specify a smaller tolerance value.

A1.2 Confusion Matrix

Warnings: The percentile calculation required for model assessment was unsuccessful. Generally, this is caused by a poor model or poor choice of model assessment parameters. Change the number of bins or specify a smaller tolerance value.

A2.1 Header

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A4.2 Confusion Matrix

Warnings: The percentile calculation required for model assessment was unsuccessful. Generally, this is caused by a poor model or poor choice of model assessment parameters. Change the number of bins or specify a smaller tolerance value.

A5.1 Lift

Warnings: Decision tree - ValueSegment 1: The percentile calculation required for model assessment was unsuccessful. Generally, this is caused by a poor model or poor choice of model assessment parameters. Change the number of bins or specify a smaller tolerance value.