```
*-------------------------------------------------------------*
User:                   grace
Date:                   January 07, 2024
Time:                   19:10:31
*-------------------------------------------------------------*
* Training Output
*-------------------------------------------------------------*




Variable Summary

            Measurement     Frequency
Role          Level          Count

ASSESS      NOMINAL              1
ID          INTERVAL             1
ID          UNARY                1
INPUT       INTERVAL            11
INPUT       NOMINAL              5
INPUT       ORDINAL              2
TARGET      BINARY               1




Model Events

                                        Number
                    Measurement          of
Target    Event       Level         Levels      Order       La
bel
```

```
33
34 Churn           1           BINARY              2         Descending
35
36
37
38
39 Predicted and decision variables
40
41 Type            Variable    Label
42
43 TARGET          Churn
44 PREDICTED       P_Churn1    Predicted: Churn=1
45 RESIDUAL        R_Churn1    Residual: Churn=1
46 PREDICTED       P_Churn0    Predicted: Churn=0
47 RESIDUAL        R_Churn0    Residual: Churn=0
48 FROM            F_Churn     From: Churn
49 INTO            I_Churn     Into: Churn
50
51
52 *-------------------------------------------------------------
   -*
53 * Score Output
54 *-------------------------------------------------------------
   -*
55
56
57
58 Variable Importance
59
60 Obs     NAME                              LABEL
                        NRULES    IMPORTANCE    VIMPORTANCE
    RATIO
61
62   1    IMP_Tenure                         Imputed Tenure
                       548       1.00000       1.00000
    1.00000
```

		Variable	Label				
63	2	CashbackAmount		763	0.64216	0.47981	0.74718
64	3	NumberOfAddress		430	0.47759	0.36549	0.76529
65	4	IMP_WarehouseToHome	Imputed WarehouseToHome	567	0.45264	0.40484	0.89440
66	5	Complain		162	0.41487	0.52172	1.25756
67	6	SatisfactionScore		246	0.41345	0.42656	1.03169
68	7	IMP_OrderAmountHikeFromlastYear	Imputed OrderAmountHikeFromlastYear	390	0.40015	0.37262	0.93120
69	8	IMP_DaySinceLastOrder	Imputed DaySinceLastOrder	321	0.37355	0.29594	0.79223
70	9	NumberOfDeviceRegistered		267	0.33014	0.28254	0.85583
71	10	PreferredPaymentMode		197	0.32362	0.24448	0.75547
72	11	MaritalStatus		170	0.29483	0.20550	0.69699
73	12	PreferedOrderCat		130	0.28653	0.28308	0.98795
74	13	IMP_CouponUsed	Imputed CouponUsed	216	0.28046	0.26069	0.92953

```
75  14    IMP_OrderCount                          Imputed OrderCount
                              193       0.26754        0.21045
      0.78660
76  15    CityTier
                               95       0.25755        0.24446
      0.94918
77  16    PreferredLoginDevice
                               56       0.18415        0.18806
      1.02125
78  17    MembershipLevel
                               93       0.18365        0.14417
      0.78503
79  18    IMP_HourSpendOnApp                      Imputed HourSpendO
    nApp                       89       0.17719        0.09996
      0.56413
80
81
82 *------------------------------------------------------------
   -*
83 * Report Output
84 *------------------------------------------------------------
   -*
85
86
87
88
89 Fit Statistics
90
91 Target=Churn Target Label=' '
92
93    Fit
94 Statistics    Statistics Label                  Train    V
   alidation
95
96   _NOBS_      Sum of Frequencies               1342.00
      577.00
```

```
97    _SUMW_       Sum of Case Weights Times Freq     2684.00
         1154.00
98    _MISC_       Misclassification Rate                0.00
           0.09
99    _MAX_        Maximum Absolute Error                0.38
           0.99
100   _SSE_        Sum of Squared Errors                 9.01
          86.08
101   _ASE_        Average Squared Error                 0.00
           0.07
102   _RASE_       Root Average Squared Error            0.06
           0.27
103   _DIV_        Divisor for ASE                    2684.00
         1154.00
104   _DFT_        Total Degrees of Freedom           1342.00
              .
105
106
107
108
109  Classification Table
110
111  Data Role=TRAIN Target Variable=Churn Target Label=' '
112
113                          Target        Outcome      Frequency
        Total
114  Target    Outcome    Percentage    Percentage      Count
      Percentage
115
116   0          0          100           100            679
        50.5961
117   1          1          100           100            663
        49.4039
118
119
120  Data Role=VALIDATE Target Variable=Churn Target Label=' '
```

```
121
122                              Target      Outcome     Frequency
          Total
123 Target    Outcome    Percentage   Percentage      Count
       Percentage
124
125   0           0        91.1565      91.7808         268
        46.4471
126   1           0         8.8435       9.1228          26
         4.5061
127   0           1         8.4806       8.2192          24
         4.1594
128   1           1        91.5194      90.8772         259
        44.8873
129
130
131
132
133 Event Classification Table
134
135 Data Role=TRAIN Target=Churn Target Label=' '
136
137   False         True          False          True
138 Negative     Negative      Positive      Positive
139
140     .            679            .             663
141
142
143 Data Role=VALIDATE Target=Churn Target Label=' '
144
145   False         True          False          True
146 Negative     Negative      Positive      Positive
147
148    26           268           24            259
149
150
```

151

152

153 Assessment Score Rankings

154

155 Data Role=TRAIN Target Variable=Churn Target Label=' '

156

157

Depth	Gain	Lift	Cumulative Lift	% Response	Cumulative % Response	Number of Observations	Mean Posterior Probability
5	102.413	2.02413	2.02413	100.000	100.000	68	0.99356
10	102.413	2.02413	2.02413	100.000	100.000	67	0.99128
15	102.413	2.02413	2.02413	100.000	100.000	67	0.98902
20	102.413	2.02413	2.02413	100.000	100.000	67	0.98598
25	102.413	2.02413	2.02413	100.000	100.000	67	0.98171
30	102.413	2.02413	2.02413	100.000	100.000	67	0.97690
35	102.413	2.02413	2.02413	100.000	100.000	67	0.96875
40	102.413	2.02413	2.02413	100.000	100.000	67	0.95320
45	102.413	2.02413	2.02413	100.000	100.000	67	0.92851
50	100.000	1.78245	2.00000	88.060	98.808	67	0.77648
55	81.597	0.00000	1.81597	0.000	89.716	68	0.11421
60	66.501	0.00000	1.66501	0.000			

| | 82.258 | | | | | 67 | 0.05871 |

Depth	Gain	Lift	Cumulative Lift	% Response	Cumulative % Response	Number of Observations	Mean Posterior Probability
173	65	53.723	0.00000	1.53723	0.000		
	75.945					67	0.03873
174	70	42.766	0.00000	1.42766	0.000		
	70.532					67	0.03076
175	75	33.267	0.00000	1.33267	0.000		
	65.839					67	0.02523
176	80	24.953	0.00000	1.24953	0.000		
	61.732					67	0.02034
177	85	17.616	0.00000	1.17616	0.000		
	58.107					67	0.01649
178	90	11.093	0.00000	1.11093	0.000		
	54.884					67	0.01372
179	95	5.255	0.00000	1.05255	0.000		
	52.000					67	0.01091
180	100	0.000	0.00000	1.00000	0.000		
	49.404					67	0.00764

181

182

183 Data Role=VALIDATE Target Variable=Churn Target Label=' '

184

185

			Mean				
186			Cumulative	%	Cumulative	Number of	Posterior
187 Depth	Gain	Lift	Lift	Response	% Response	Observations	Probability
188							
189	5	102.456	2.02456	2.02456	100.000	100.000	
						29	0.99353
190	10	102.456	2.02456	2.02456	100.000	100.000	
						29	0.98957
191	15	95.475	1.81512	1.95475	89.655	96.552	
						29	0.98557
192	20	90.239	1.74531	1.90239	86.207	93.966	
						29	0.97886

193	25	89.890	1.88494	1.89890	93.103
	93.793		29	0.97130	
194	30	90.821	1.95475	1.90821	96.552
	94.253		29	0.95781	
195	35	90.429	1.87995	1.90429	92.857
	94.059		28	0.93441	
196	40	87.557	1.67550	1.87557	82.759
	92.641		29	0.87972	
197	45	87.661	1.88494	1.87661	93.103
	92.692		29	0.78809	
198	50	82.140	1.32644	1.82140	65.517
	89.965		29	0.57598	
199	55	72.533	0.76794	1.72533	37.931
	85.220		29	0.35219	
200	60	61.031	0.34906	1.61031	17.241
	79.539		29	0.20624	
201	65	51.842	0.41887	1.51842	20.690
	75.000		29	0.12107	
202	70	42.321	0.14461	1.42321	7.143
	70.297		28	0.06939	
203	75	33.256	0.06981	1.33256	3.448
	65.820		29	0.04683	
204	80	24.892	0.00000	1.24892	0.000
	61.688		29	0.03124	
205	85	17.515	0.00000	1.17515	0.000
	58.045		29	0.02293	
206	90	10.962	0.00000	1.10962	0.000
	54.808		29	0.01770	
207	95	5.100	0.00000	1.05100	0.000
	51.913		29	0.01290	
208	100	0.000	0.00000	1.00000	0.000
	49.393		28	0.00786	
209					
210					
211					
212					

```
213  Assessment Score Distribution
214
215  Data Role=TRAIN Target Variable=Churn Target Label=' '
216
217   Posterior      Number                        Mean
218  Probability       of      Number of       Posterior
219     Range        Events    Nonevents      Probability      Percent
     age
220
221   0.95-1.00        517          0          0.98134          38.52
      46
222   0.90-0.95         95          0          0.93059           7.07
      90
223   0.85-0.90         28          0          0.87783           2.08
      64
224   0.80-0.85         13          0          0.82572           0.96
      87
225   0.75-0.80          4          0          0.76917           0.29
      81
226   0.70-0.75          2          0          0.72829           0.14
      90
227   0.65-0.70          2          0          0.68768           0.14
      90
228   0.60-0.65          2          0          0.63986           0.14
      90
229   0.35-0.40          0          1          0.38412           0.07
      45
230   0.30-0.35          0          3          0.34451           0.22
      35
231   0.20-0.25          0          3          0.22361           0.22
      35
232   0.15-0.20          0         11          0.16535           0.81
      97
233   0.10-0.15          0         27          0.12344           2.01
      19
234   0.05-0.10          0         84          0.07231           6.25
```

```
93
235  0.00-0.05           0            550          0.02116           40.98
     36
236
237
238 Data Role=VALIDATE Target Variable=Churn Target Label=' '
239
240  Posterior        Number                        Mean
241 Probability          of       Number of       Posterior
242    Range          Events      Nonevents      Probability       Percent
     age
243
244  0.95-1.00          164          10           0.97944           30.15
     60
245  0.90-0.95           33           2           0.92955            6.06
     59
246  0.85-0.90           16           4           0.87273            3.46
     62
247  0.80-0.85           11           2           0.82878            2.25
     30
248  0.75-0.80           13           1           0.77777            2.42
     63
249  0.70-0.75            5           0           0.71872            0.86
     66
250  0.65-0.70            3           2           0.67829            0.86
     66
251  0.60-0.65            6           1           0.62071            1.21
     32
252  0.55-0.60            3           0           0.57810            0.51
     99
253  0.50-0.55            5           2           0.52190            1.21
     32
254  0.45-0.50            2           6           0.47089            1.38
     65
255  0.40-0.45            0           5           0.42056            0.86
     66
```

256	0.35-0.40 65	4	4	0.38123	1.38
257	0.30-0.35 99	4	2	0.32683	1.03
258	0.25-0.30 64	3	8	0.26878	1.90
259	0.20-0.25 30	3	10	0.22560	2.25
260	0.15-0.20 63	1	13	0.17427	2.42
261	0.10-0.15 61	6	17	0.12524	3.98
262	0.05-0.10 23	3	40	0.06858	7.45
263	0.00-0.05 96	0	163	0.02153	28.24