

```
1  *-----
   -*
2  User:                u63452984
3  Date:                07 January 2024
4  Time:                05:59:00
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 INPUT          INTERVAL      3
19 INPUT          NOMINAL       3
20 TARGET         BINARY        1
21
22
23
24
25 Model Events
26
27                                     Number
28           Measurement      of
29 Target    Event    Level    Levels    Order
      Label
30
31 IMP_Churn    1      BINARY      2      Descending
      Imputed Churn
```

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33

34

35

36 Predicted and decision variables

37

Type	Variable	Label
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39

TARGET	IMP_Churn	Imputed Churn
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PREDICTED	P_IMP_Churn1	Predicted: IMP_Churn=1
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RESIDUAL	R_IMP_Churn1	Residual: IMP_Churn=1
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PREDICTED	P_IMP_Churn0	Predicted: IMP_Churn=0
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RESIDUAL	R_IMP_Churn0	Residual: IMP_Churn=0
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FROM	F_IMP_Churn	From: IMP_Churn
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INTO	I_IMP_Churn	Into: IMP_Churn
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47

48

49 \*-----  
  -\*

50 \* Score Output

51 \*-----  
  -\*

52

53

54 \*-----  
  -\*

55 \* Report Output

56 \*-----  
  -\*

57

58

59

60 Variable Importance

61

62

Ratio of

Variable Name	Label	Rules	Importance	Importance
TotalPurchases		1	1.0000	1.0000
IMP_TotalSpent	Imputed TotalSpent	1	0.4058	0.0000

  

Node	Training	Validation
Id	Depth	Observations
Percent	1	Observations
2	1	17074
6	2	289
7	2	134

  

Fit Statistics

Target=IMP\_Churn Target Label=Imputed Churn

```

89     Fit
90 Statistics      Statistics Label              Train   Vali
    dation
91
92   _NOBS_      Sum of Frequencies              17497.00      75
    02.00
93   _MISC_      Misclassification Rate              0.22
    0.22
94   _MAX_      Maximum Absolute Error              0.78
    0.78
95   _SSE_      Sum of Squared Errors              6012.03      25
    80.64
96   _ASE_      Average Squared Error              0.17
    0.17
97   _RASE_      Root Average Squared Error              0.41
    0.41
98   _DIV_      Divisor for ASE              34994.00      150
    04.00
99   _DFT_      Total Degrees of Freedom              17497.00
    .
100
101
102
103
104 Classification Table
105
106 Data Role=TRAIN Target Variable=IMP_Churn Target Label=Imput
    ed Churn
107
108              Target      Outcome      Frequency
    Total
109 Target      Outcome      Percentage      Percentage      Count
    Percentage
110
111   0              0      77.9531      99.6246      13535
    77.3561

```

112	1	0	22.0469	97.8778	3828
			21.8780		
113	0	1	38.0597	0.3754	51
			0.2915		
114	1	1	61.9403	2.1222	83
			0.4744		

115

116

117 Data Role=VALIDATE Target Variable=IMP\_Churn Target Label=Imputed Churn

118

119			Target	Outcome	Frequency
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Total

120	Target	Outcome	Percentage	Percentage	Count
			Percentage		

121

122	0	0	77.8494	99.5707	5799
			77.2994		

123	1	0	22.1506	98.3313	1650
			21.9941		

124	0	1	47.1698	0.4293	25
			0.3332		

125	1	1	52.8302	1.6687	28
			0.3732		

126

127

128

129

130 Event Classification Table

131

132 Data Role=TRAIN Target=IMP\_Churn Target Label=Imputed Churn

133

134	False	True	False	True
135	Negative	Negative	Positive	Positive

136

137	3828	13535	51	83
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138  
 139  
 140 Data Role=VALIDATE Target=IMP\_Churn Target Label=Imputed Churn

141  
 142 False True False True  
 143 Negative Negative Positive Positive  
 144  
 145 1650 5799 25 28

146  
 147  
 148  
 149  
 150 Assessment Score Rankings

151  
 152 Data Role=TRAIN Target Variable=IMP\_Churn Target Label=Imputed Churn

153  
 154

				Mean		
				Cumulative	%	Cum
	ulative	Number of	Posterior			
	Depth	Gain Lift	Lift		Response	% R
	esponse	Observations	Probability			
155						
158	5	51.9902	1.51990	1.51990	33.9735	3
	3.9735	875		0.33973		
159	10	24.6267	0.97263	1.24627	21.7407	2
	7.8571	875		0.21741		
160	15	15.5055	0.97263	1.15506	21.7407	2
	5.8183	875		0.21741		
161	20	10.9449	0.97263	1.10945	21.7407	2
	4.7989	875		0.21741		
162	25	8.2086	0.97263	1.08209	21.7407	2
	4.1872	875		0.21741		
163	30	6.3843	0.97263	1.06384	21.7407	2

	3.7795	875		0.21741		
164	35	5.0826	0.97263	1.05083	21.7407	2
	3.4885	874		0.21741		
165	40	4.1050	0.97263	1.04105	21.7407	2
	3.2700	875		0.21741		
166	45	3.3447	0.97263	1.03345	21.7407	2
	3.1000	875		0.21741		
167	50	2.7365	0.97263	1.02737	21.7407	2
	2.9641	875		0.21741		
168	55	2.2389	0.97263	1.02239	21.7407	2
	2.8528	875		0.21741		
169	60	1.8242	0.97263	1.01824	21.7407	2
	2.7602	875		0.21741		
170	65	1.4733	0.97263	1.01473	21.7407	2
	2.6817	875		0.21741		
171	70	1.1729	0.97263	1.01173	21.7407	2
	2.6146	874		0.21741		
172	75	0.9122	0.97263	1.00912	21.7407	2
	2.5563	875		0.21741		
173	80	0.6841	0.97263	1.00684	21.7407	2
	2.5053	875		0.21741		
174	85	0.4828	0.97263	1.00483	21.7407	2
	2.4603	875		0.21741		
175	90	0.3040	0.97263	1.00304	21.7407	2
	2.4203	875		0.21741		
176	95	0.1439	0.97263	1.00144	21.7407	2
	2.3846	875		0.21741		
177	100	0.0000	0.97263	1.00000	21.7407	2
	2.3524	874		0.21741		

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179

180 Data Role=VALIDATE Target Variable=IMP\_Churn Target Label=Im  
puted Churn

181

182

Mean

183				Cumulative	%	Cum
	ulative	Number of	Posterior			
184	Depth	Gain Lift	Lift		Response	% R
	esponse	Observations	Probability			
185						
186	5	54.6371	1.54637	1.54637	34.5882	3
	4.5882	376		0.32838		
187	10	25.9154	0.97117	1.25915	21.7225	2
	8.1640	375		0.21741		
188	15	16.3245	0.97117	1.16324	21.7225	2
	6.0187	375		0.21741		
189	20	11.5258	0.97117	1.11526	21.7225	2
	4.9454	375		0.21741		
190	25	8.6456	0.97117	1.08646	21.7225	2
	4.3012	375		0.21741		
191	30	6.7251	0.97117	1.06725	21.7225	2
	3.8716	375		0.21741		
192	35	5.3530	0.97117	1.05353	21.7225	2
	3.5647	375		0.21741		
193	40	4.3239	0.97117	1.04324	21.7225	2
	3.3345	375		0.21741		
194	45	3.5234	0.97117	1.03523	21.7225	2
	3.1554	375		0.21741		
195	50	2.8829	0.97117	1.02883	21.7225	2
	3.0122	375		0.21741		
196	55	2.3576	0.97117	1.02358	21.7225	2
	2.8947	376		0.21741		
197	60	1.9211	0.97117	1.01921	21.7225	2
	2.7971	375		0.21741		
198	65	1.5517	0.97117	1.01552	21.7225	2
	2.7144	375		0.21741		
199	70	1.2351	0.97117	1.01235	21.7225	2
	2.6436	375		0.21741		
200	75	0.9606	0.97117	1.00961	21.7225	2
	2.5822	375		0.21741		
201	80	0.7205	0.97117	1.00720	21.7225	2



	2.5285		375		0.21741	
202	85	0.5086	0.97117	1.00509	21.7225	2
	2.4811		375		0.21741	
203	90	0.3202	0.97117	1.00320	21.7225	2
	2.4390		375		0.21741	
204	95	0.1517	0.97117	1.00152	21.7225	2
	2.4013		375		0.21741	
205	100	0.0000	0.97117	1.00000	21.7225	2
	2.3674		375		0.21741	

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210 Assessment Score Distribution

211

212 Data Role=TRAIN Target Variable=IMP\_Churn Target Label=Imputed Churn

213

214	Posterior	Number		Mean	
215	Probability	of	Number of	Posterior	
216	Range	Events	Nonevents	Probability	Percent
					age

217

218	0.60-0.65	83	51	0.61940	0.76
					58

219	0.40-0.45	116	173	0.40138	1.65
					17

220	0.20-0.25	3712	13362	0.21741	97.58
					24

221

222

223 Data Role=VALIDATE Target Variable=IMP\_Churn Target Label=Imputed Churn

224

225	Posterior	Number		Mean	
226	Probability	of	Number of	Posterior	

227	Range	Events	Nonevents	Probability	Percent
228	age				
229	0.60-0.65	28	25	0.61940	0.70
230	0.40-0.45	56	55	0.40138	1.47
231	0.20-0.25	1594	5744	0.21741	97.81
39					