

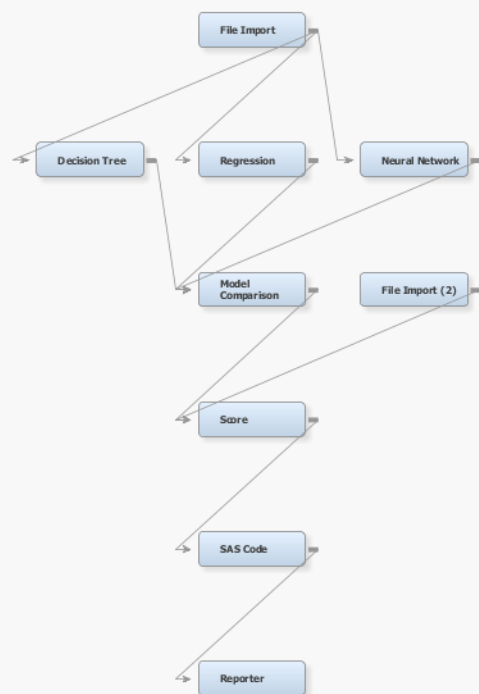
SAS Enterprise Miner Report

User = jmmorr01
Date = 12:27:21 October 29
Project = CIS 445 Project 2
Diagram = Diagram 1

Start Node = Report
Node label = Reporter
Nodes = PATH
Showall = N

Format = PDF
Style = LISTING

SAS Enterprise Miner Report Process Flow Diagram



SAS Enterprise Miner Report

Node=File Import
Summary

Node id = FIMPORT
Node label = File Import
Meta path = FIMPORT
Notes =

Node=File Import
Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|-----------------|-------------|---------|------------|---|---------|-----------|------------|---------|
| Component | FileImport | | GuessRows | 500 | | NameRow | Y | |
| AccessTable | NoTableName | | IFilename | J:\JMMORR01\CIS 445\Project 2\WidgBuyTrain.xlsx | | Password | NoPassword | |
| AdvancedAdvisor | N | | ImportType | Local | LOCAL | Role | TRAIN | |
| Delimiter | , | | MaxCols | 10000 | | SkipRows | 0 | |
| FileType | xlsx | XLS | MaxRows | 1000000 | | Summarize | N | |

Node=File Import
Data Attributes

| Attribute | Value | Attribute | Value | Attribute | Value |
|------------|--------------|----------------|--------------------|--------------|-------|
| Data Name | FIMPORT_DATA | Date Created | 29Oct2018:11:21:18 | Data Size | 66560 |
| Data Type | DATA | Date Modified | 29Oct2018:11:21:18 | Role | TRAIN |
| Data Label | | Number Rows | 20 | Segment | |
| Engine | V9 | Number Columns | 7 | Data Library | EMWS1 |

Node=File Import
Variables List

| Name | Label | Role | Level | Type | Length | Format | Creator |
|-----------|-----------|--------|----------|------|--------|--------|---------|
| Age | Age | INPUT | INTERVAL | N | 8 | BEST. | |
| Income | Income | INPUT | NOMINAL | C | 4 | \$4. | |
| Residence | Residence | INPUT | NOMINAL | C | 3 | \$3. | |
| WidgBuy | WidgBuy | TARGET | BINARY | C | 3 | \$3. | |
| X2 | X2 | INPUT | INTERVAL | N | 8 | BEST. | |
| X4 | X4 | INPUT | INTERVAL | N | 8 | BEST. | |
| X5 | X5 | INPUT | INTERVAL | N | 8 | BEST. | |

Node=File Import
Created Variables List

SAS Enterprise Miner Report

Node=Neural Network
Summary

Node id = Neural
Node label = Neural Network
Meta path = FIMPORT => Neural
Notes =

Node=Neural Network
Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|------------------|---------------|--------------|-------------------------|-------------|---------|--------------------|---------|---------|
| Component | NeuralNetwork | | Hidden | 1 | 3 | Prelim | Y | |
| AbsConvValue | -1.34078E154 | -7.237006E75 | HiddenActivation | DEFAULT | | PrelimMaxTime | 1 HOUR | |
| AbsFTime | 1 | | HiddenBias | Y | | PrelimMaxiter | 10 | |
| AbsFValue | 0 | | HiddenCombFunction | DEFAULT | | PrelimOutest | | |
| AbsGTime | 1 | | HiddenUnits | N | | PreliminaryRuns | 5 | |
| AbsGValue | 0.00001 | | InitialDs | | | RandDist | NORMAL | |
| AbsXTime | 1 | | InitialSeed | 12345 | | RandLoc | 0 | |
| AbsXValue | 1E-8 | | InputStandardization | STD | | RandScale | 0.1 | |
| Accelerate | 1.2 | | Learn | 0.1 | | Residuals | Y | |
| AddHidden | Y | | MaxLearn | 50 | | Standardizations | N | |
| CodefileNoRes | | | MaxMomentum | 1.75 | | SuppressOutput | N | |
| CodefileRes | | | Maxiter | 50 | | TargetActivation | DEFAULT | |
| ConvDefaults | Y | | Maxtime | 4 HOURS | | TargetBias | Y | |
| Decelerate | 0.5 | | MinLearn | 0.00001 | | TargetCombFunction | DEFAULT | |
| DirectConnection | N | | ModelSelectionCriterion | PROFIT/LOSS | | TargetError | DEFAULT | |
| FConvTime | 1 | | Momentum | 0 | | Tilt | 0 | |
| FConvValue | 0 | | NetworkArchitecture | MLP | | TrainCode | | |
| GConvTime | 1 | | Outest | | | TrainingTechnique | DEFAULT | |
| GConvValue | 1E-6 | | Outfit | | | UseEstimates | N | |

Node=Neural Network
Variable Summary

| Role | Level | Frequency Count | Name |
|--------|----------|--------------------|------------------|
| TARGET | BINARY | 1 | WidgBuy |
| INPUT | INTERVAL | 4 | Age X2 X4 X5 |
| INPUT | NOMINAL | 2 | Income Residence |

Node=Neural Network
Model Fit Statistics

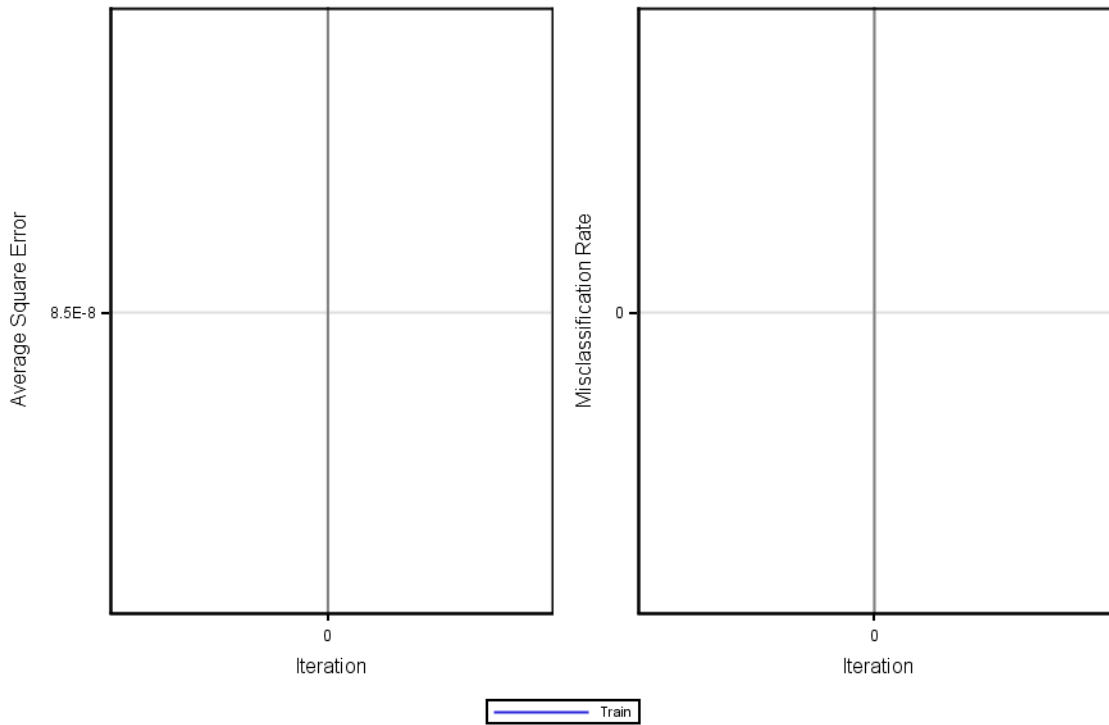
Target=WidgBuy Target Label=WidgBuy

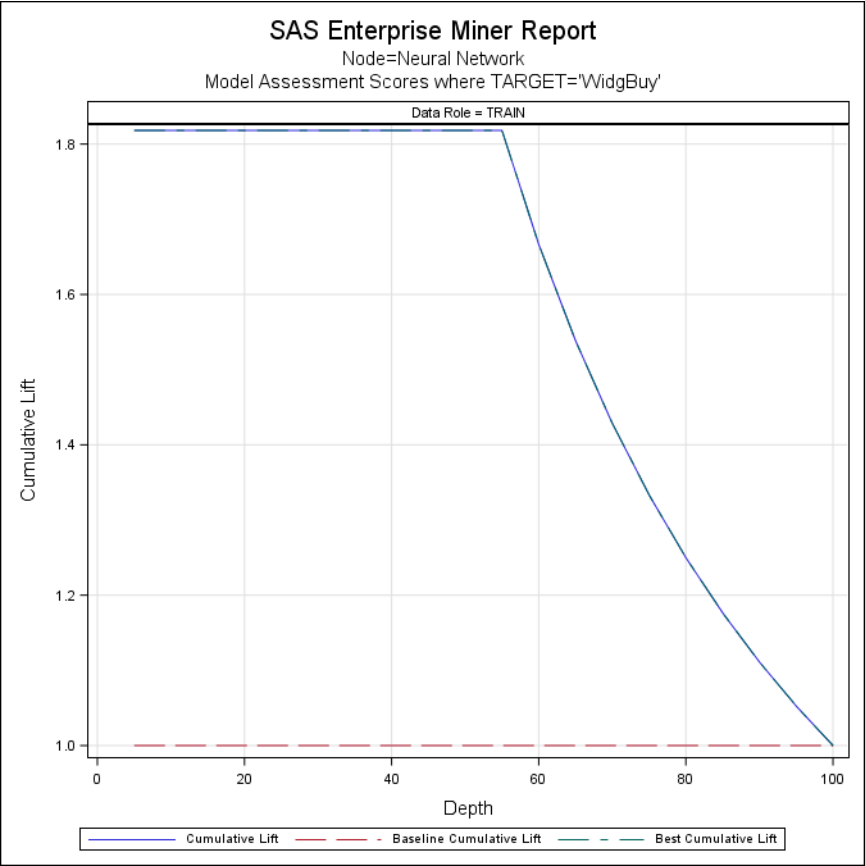
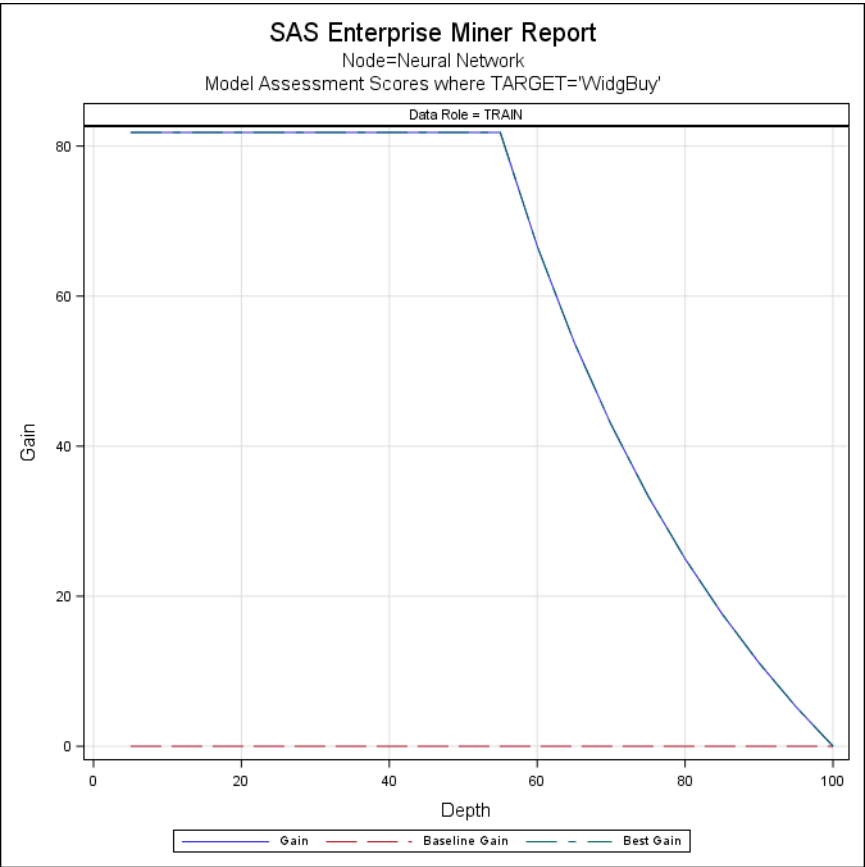
| Label of Statistic | Train | Validation | Test |
|--------------------------------|---------|------------|------|
| Total Degrees of Freedom | 20.0000 | . | . |
| Degrees of Freedom for Error | 10.0000 | . | . |
| Model Degrees of Freedom | 10.0000 | . | . |
| Number of Estimated Weights | 10.0000 | . | . |
| Akaike's Information Criterion | 20.0107 | . | . |

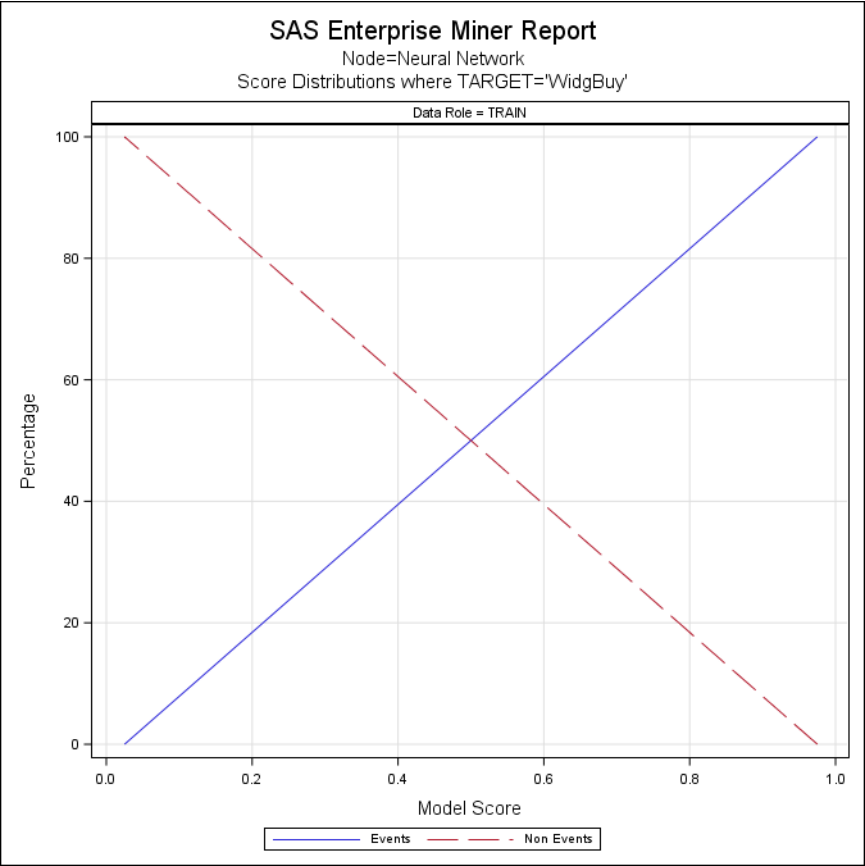
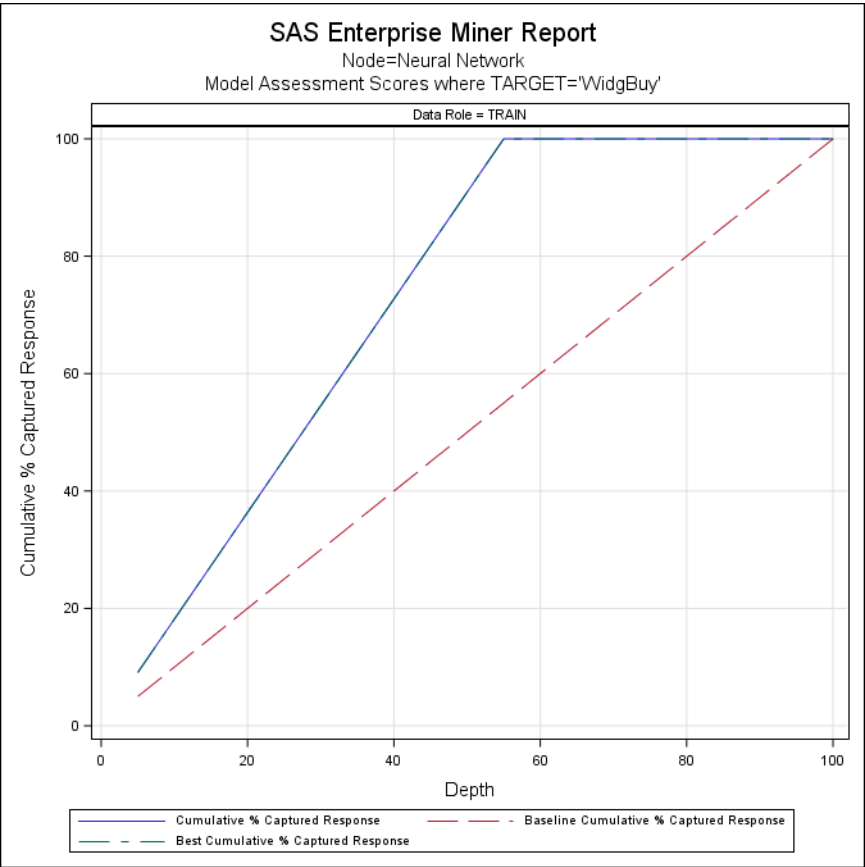
Target=WdgBuy Target Label=WdgBuy

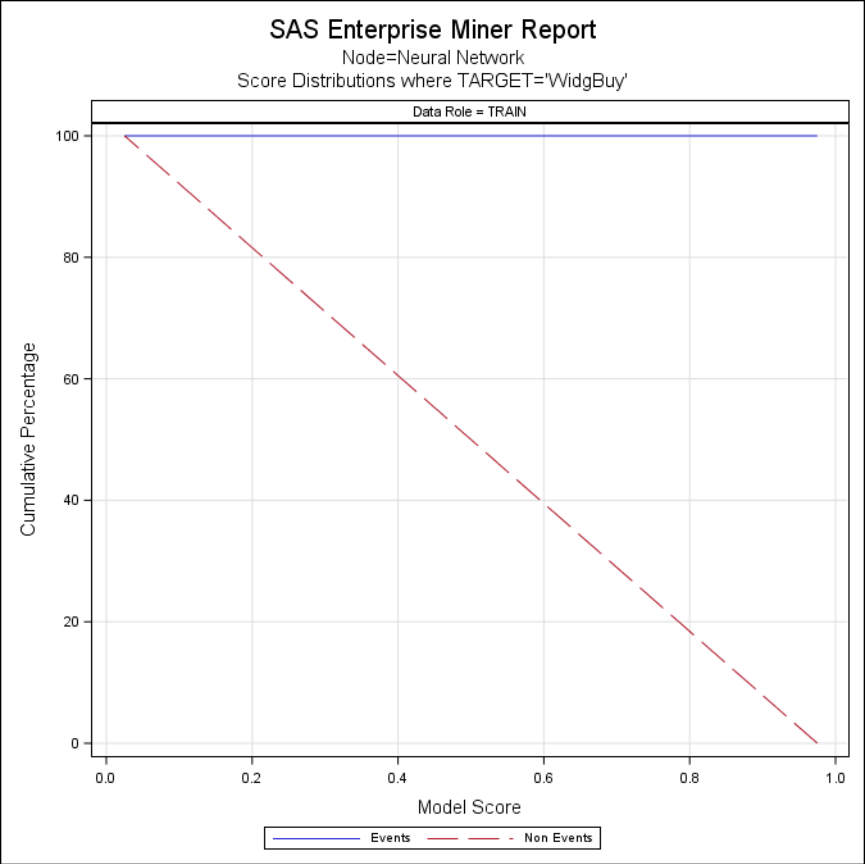
| Label of Statistic | Train | Validation | Test |
|---------------------------------|---------|------------|------|
| Schwarz's Bayesian Criterion | 29.9680 | . | . |
| Average Squared Error | 0.0000 | . | . |
| Maximum Absolute Error | 0.0005 | . | . |
| Divisor for ASE | 40.0000 | . | . |
| Sum of Frequencies | 20.0000 | . | . |
| Root Average Squared Error | 0.0003 | . | . |
| Sum of Squared Errors | 0.0000 | . | . |
| Sum of Case Weights Times Freq | 40.0000 | . | . |
| Final Prediction Error | 0.0000 | . | . |
| Mean Squared Error | 0.0000 | . | . |
| Root Final Prediction Error | 0.0005 | . | . |
| Root Mean Squared Error | 0.0004 | . | . |
| Average Error Function | 0.0003 | . | . |
| Error Function | 0.0107 | . | . |
| Misclassification Rate | 0.0000 | . | . |
| Number of Wrong Classifications | 0.0000 | . | . |

SAS Enterprise Miner Report
Node=Neural Network
Model Iteration Plots









Node=Neural Network
Score Distributions

Target Variable=WidgBuy Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|-----------------------------|------------------|----------------------|-------------------------|---------------------------------|------------------------------------|
| 0.95-1.00 | 11 | 100 | 0 | 100 | 0 |
| 0.00-0.05 | 0 | 0 | 100 | 100 | 100 |

SAS Enterprise Miner Report

Node=Decision Tree
Summary

Node id = Tree
Node label = Decision Tree
Meta path = FIMPORT => Tree
Notes =

Node=Decision Tree
Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|-------------------|----------------|---------|------------------|-------------|-----------|-------------------|------------|---------|
| Component | DecisionTree | | Kass | Y | | Pred | N | |
| AVG | Y | | KassApply | BEFORE | | Predict | Y | |
| AssessMeasure | PROFIT/LOSS | | LeafSize | 5 | | ProfitLoss | NONE | |
| AssessPercentage | 0.25 | | Leafid | Y | | RASE | N | |
| CV | N | | Maxbranch | 2 | | SampleMethod | RANDOM | |
| CVNIter | 10 | | Maxdepth | 6 | | SampleSeed | 12345 | |
| CVRepeat | 1 | | MinCatSize | 5 | | SampleSize | 10000 | |
| CVSeed | 12345 | | MissingValue | USEINSEARCH | | ShowNodeId | Y | |
| ClassColorBy | PERCENTCORRECT | | NSubtree | 1 | | ShowValid | Y | |
| Count | Y | | NodeRole | SEGMENT | | SigLevel | 0.2 | |
| CreateSample | DEFAULT | | NodeSample | 20000 | | SplitPrecision | 4 | |
| Criterion | DEFAULT | | NominalCriterion | ENTROPY | PROBCHISQ | Splitsize | . | |
| Depth | Y | | Nrules | 5 | | Subtree | ASSESSMENT | |
| Dummy | N | | Nsurrs | 0 | | Target | ALL | |
| Exhaustive | 5000 | | NumInputs | 1 | | ToolType | MODEL | |
| Freeze | N | | NumSingleImp | 5 | | TrainMode | BATCH | |
| ImportModel | N | | ObsImportance | N | | UseDecision | N | |
| ImportedTreeData | | | OrdinalCriterion | ENTROPY | | UseMultipleTarget | N | |
| Inputs | N | | PercentCorrect | N | | UsePriors | N | |
| IntColorBy | AVG | | Performance | DISK | | UseVarOnce | N | |
| IntervalCriterion | PROBF | | Precision | 4 | | VarSelection | Y | |

Node=Decision Tree
Variable Summary

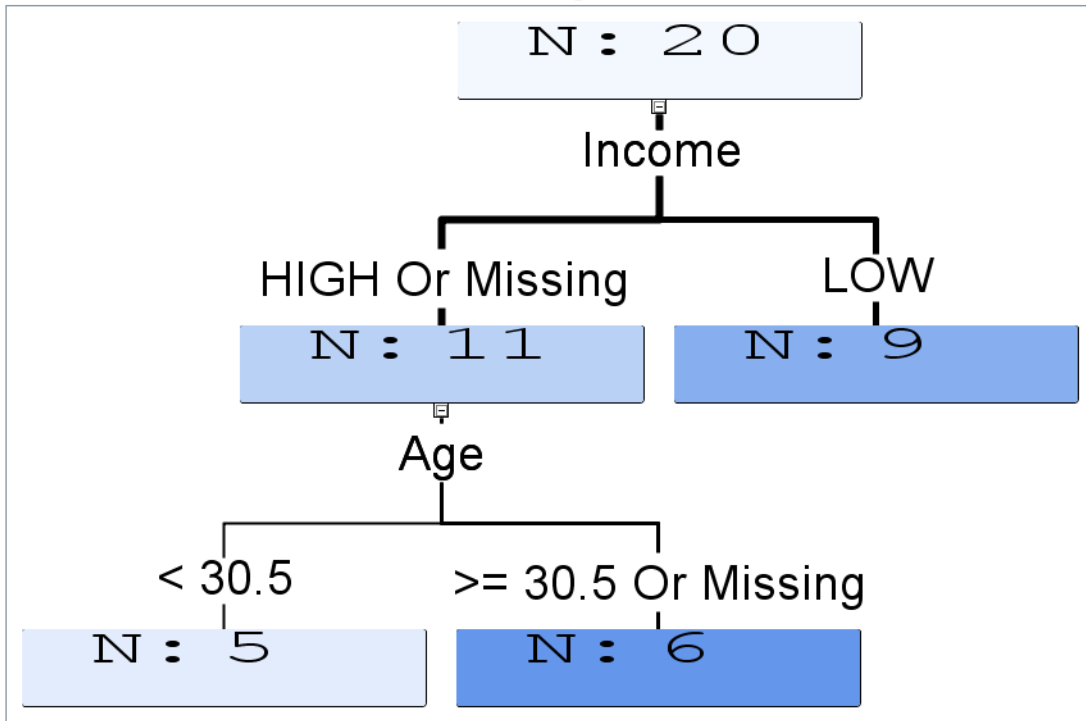
| Role | Level | Frequency Count | Name |
|--------|----------|--------------------|------------------|
| TARGET | BINARY | 1 | WidgBuy |
| INPUT | INTERVAL | 4 | Age X2 X4 X5 |
| INPUT | NOMINAL | 2 | Income Residence |

Node=Decision Tree
Model Fit Statistics

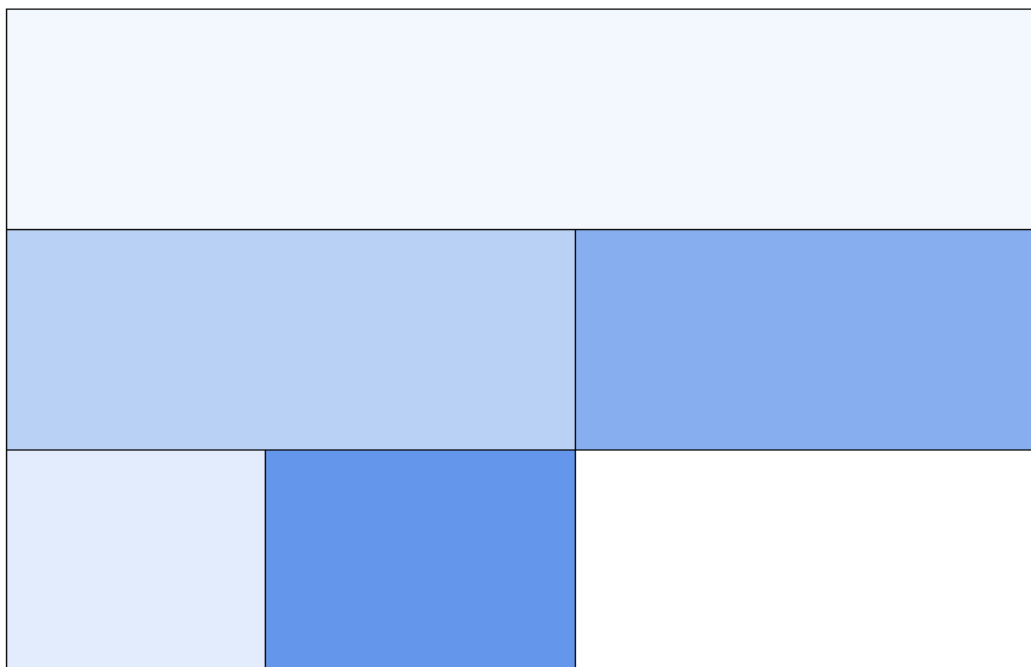
Target=WdgBuy Target Label=WdgBuy

| Label of Statistic | Train | Validation | Test |
|----------------------------|---------|------------|------|
| Sum of Frequencies | 20.0000 | . | . |
| Misclassification Rate | 0.1500 | . | . |
| Maximum Absolute Error | 0.8889 | . | . |
| Sum of Squared Errors | 4.1778 | . | . |
| Average Squared Error | 0.1044 | . | . |
| Root Average Squared Error | 0.3232 | . | . |
| Divisor for ASE | 40.0000 | . | . |
| Total Degrees of Freedom | 20.0000 | . | . |

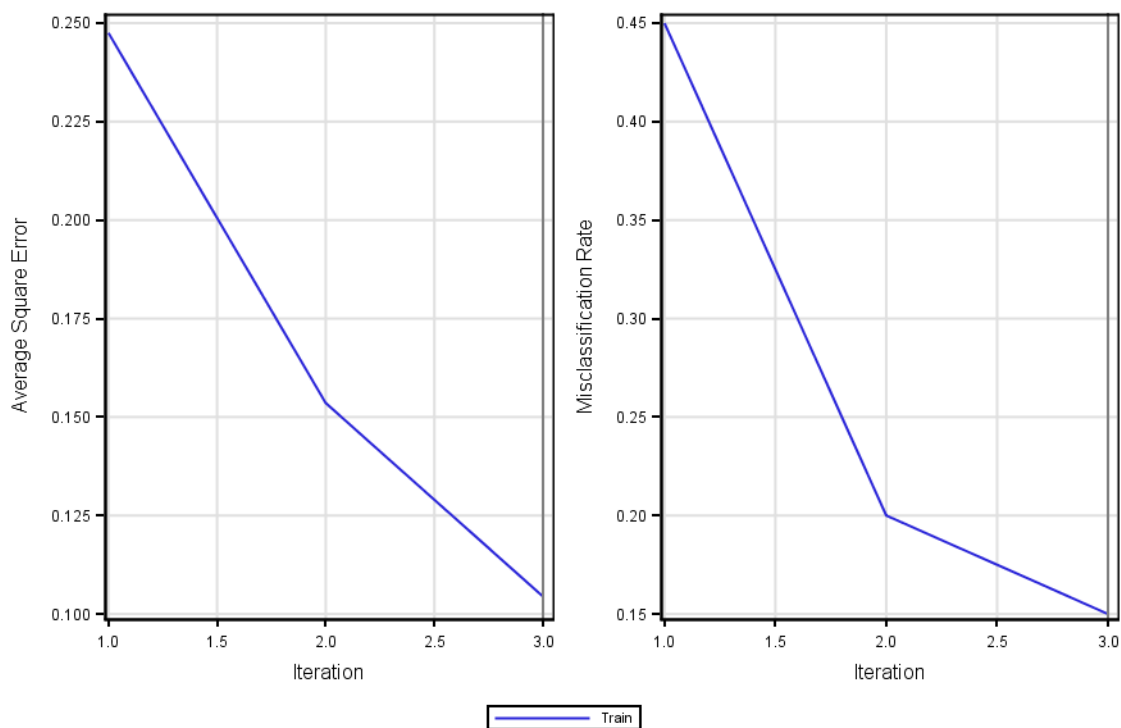
SAS Enterprise Miner Report
Node=Decision Tree
Tree Diagram

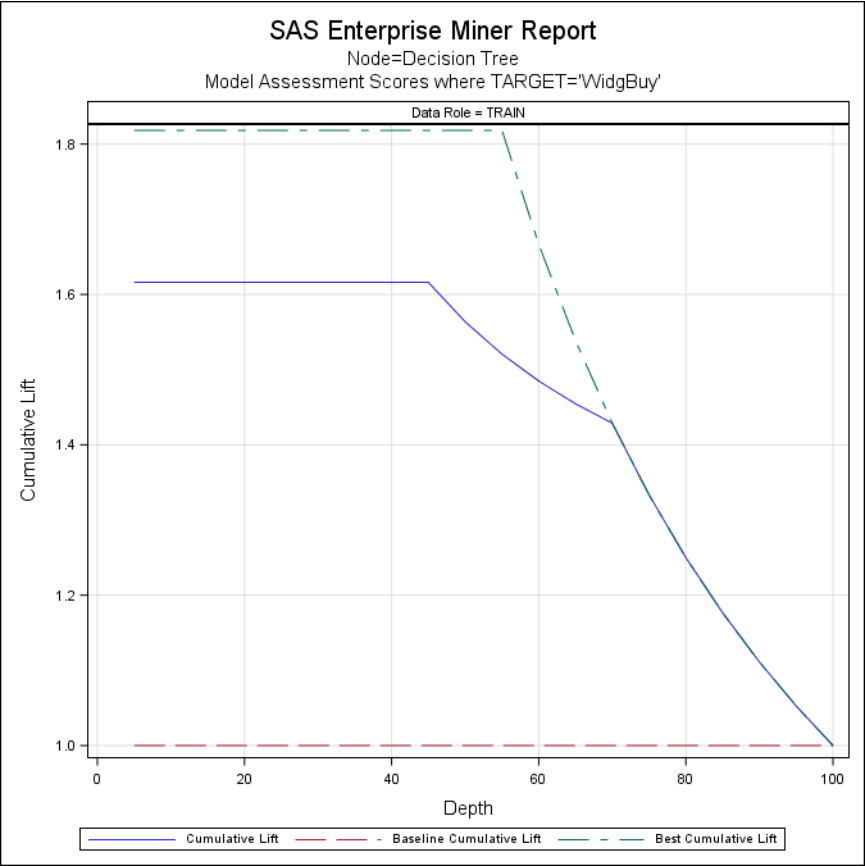
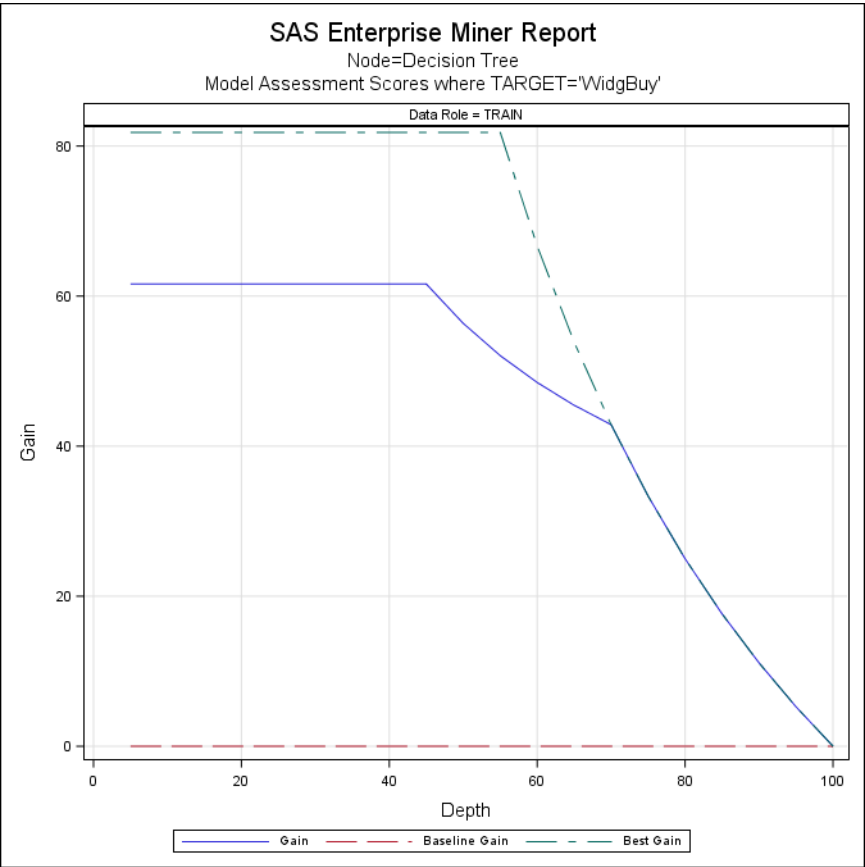


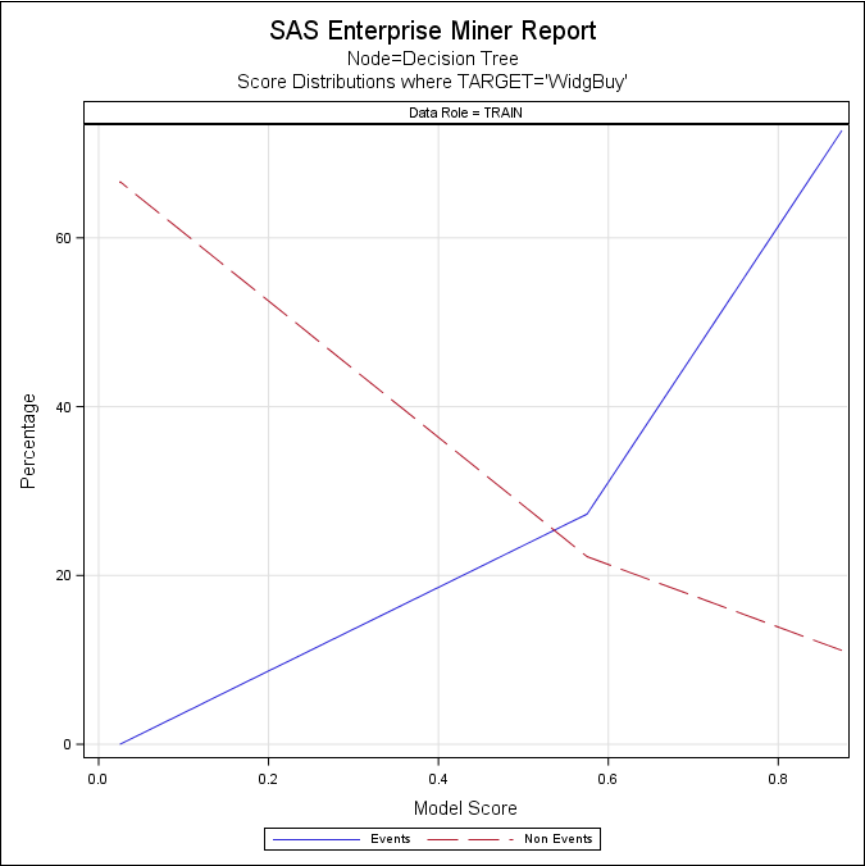
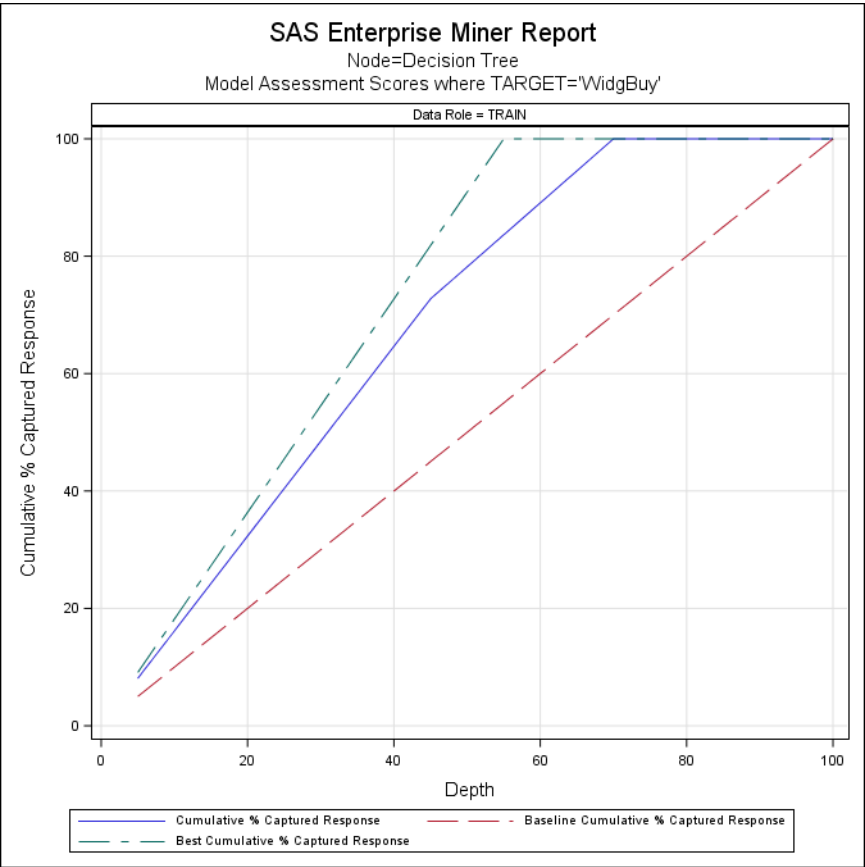
SAS Enterprise Miner Report
Node=Decision Tree
Treemap

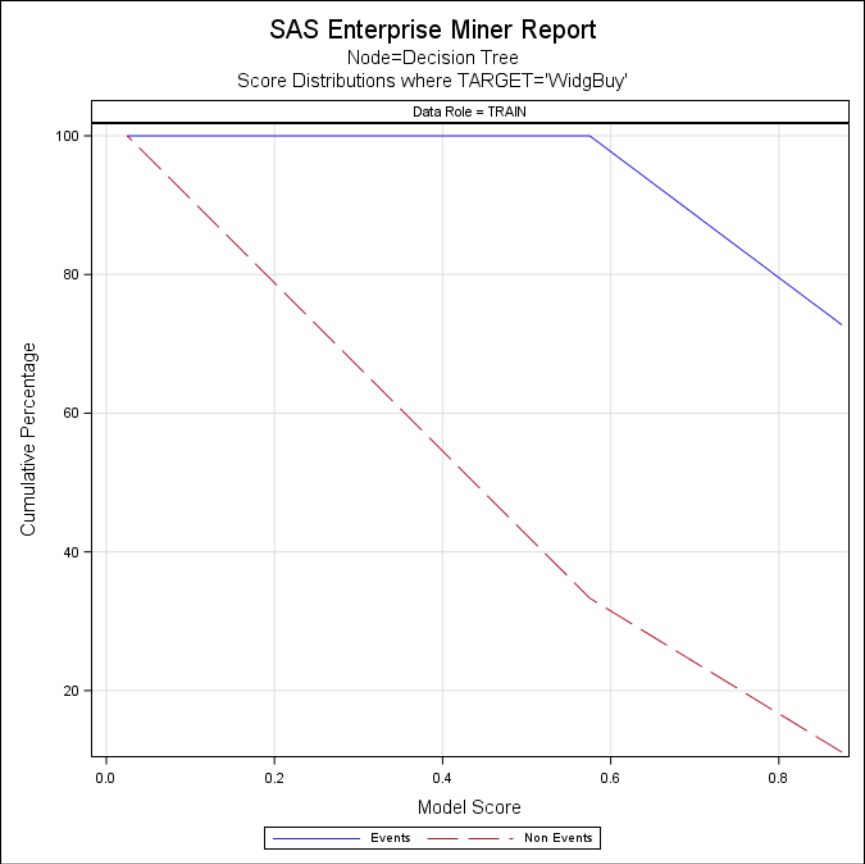


SAS Enterprise Miner Report
Node=Decision Tree
Model Iteration Plots









Node=Decision Tree
Score Distributions

Target Variable=WidgBuy Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|-----------------------------|------------------|----------------------|-------------------------|---------------------------------|------------------------------------|
| 0.85-0.90 | 8 | 72.7273 | 11.1111 | 72.727 | 11.111 |
| 0.55-0.60 | 3 | 27.2727 | 22.2222 | 100.000 | 33.333 |
| 0.00-0.05 | 0 | 0.0000 | 66.6667 | 100.000 | 100.000 |

SAS Enterprise Miner Report

Node=Regression Summary

Node id = Reg
Node label = Regression
Meta path = FIMPORT => Reg
Notes =

Node=Regression Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|------------------|--------------|--------------|-----------------------|-----------|---------|--------------------|---------|---------|
| Component | Regression | | Force | 0 | | PolynomialDegree | 2 | |
| AbsConvValue | -1.34078E154 | -7.237006E75 | GConvTimes | 1 | | PrintDesignMatrix | N | |
| AbsFTime | 1 | | GConvValue | 1E-6 | | Rule | NONE | |
| AbsFValue | 0 | | Hierarchy | CLASS | | SASSPDS | N | |
| AbsGTime | 1 | | InputCoding | DEVIATION | | SelectionCriterion | DEFAULT | |
| AbsGValue | 0.00001 | | Interactions | | | SelectionDefault | Y | |
| AbsXTime | 1 | | LinkFunction | LOGIT | | Sequential | N | |
| AbsXValue | 1E-8 | | MainEffect | Y | | Simple | N | |
| CIParam | N | | MaxCPUTime | 1 HOUR | | SIEntry | 0.05 | |
| ConvDefaults | Y | | MaxFunctionCalls | . | | SISlay | 0.05 | |
| CorB | N | | MaxIterations | . | | Start | 0 | |
| CovB | N | | MaxStep | . | | StepOutput | N | |
| Covout | N | | MinResourceUse | N | | Stop | 0 | |
| Details | N | | ModelDefaults | Y | | SuppressIntercept | N | |
| Error | LOGISTIC | | ModelSelection | NONE | | SuppressOutput | N | |
| ExcludedVariable | REJECT | | OptimizationTechnique | DEFAULT | | Terms | N | |
| FConvTimes | 1 | | Performance | N | | TwoFactor | N | |
| FConvValue | 0 | | Polynomial | N | | | | |

Node=Regression Variable Summary

| Role | Level | Frequency Count | Name |
|--------|----------|--------------------|------------------|
| TARGET | BINARY | 1 | WidgBuy |
| INPUT | INTERVAL | 4 | Age X2 X4 X5 |
| INPUT | NOMINAL | 2 | Income Residence |

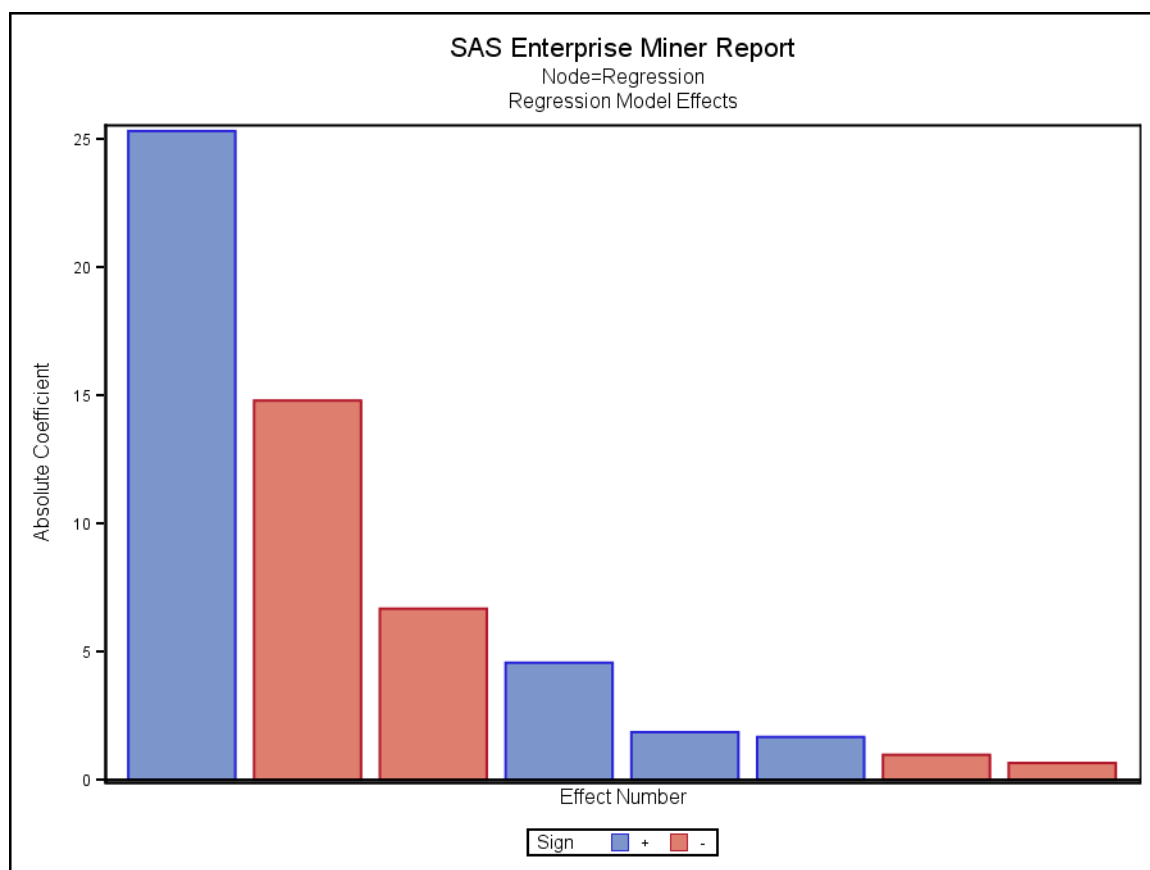
Node=Regression Model Fit Statistics

Target=WidgBuy Target Label=WidgBuy

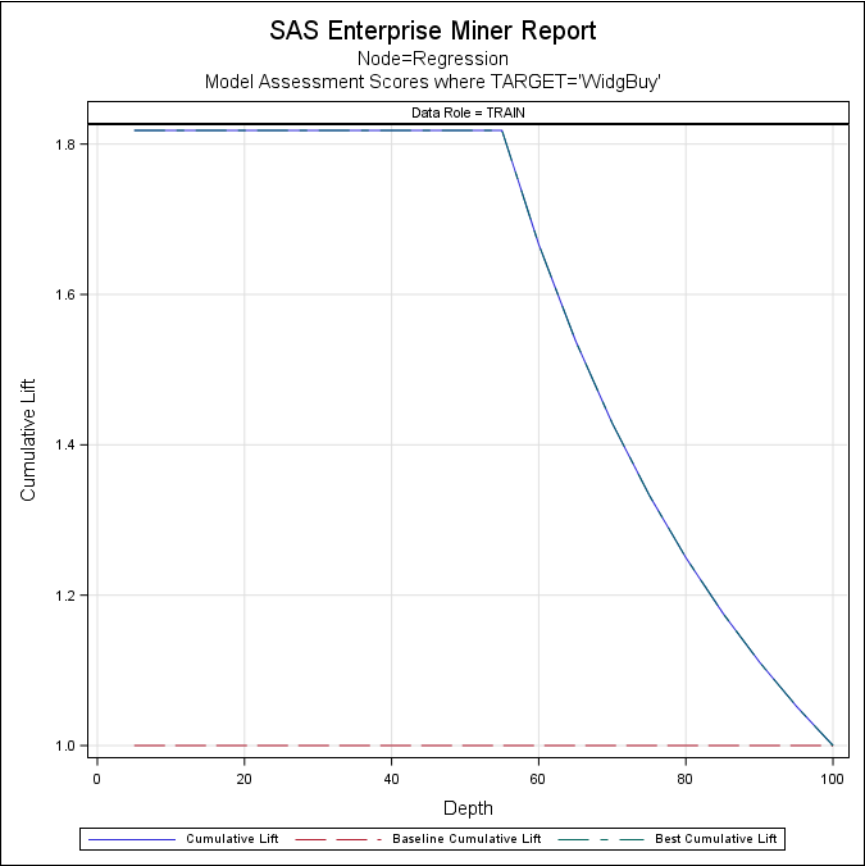
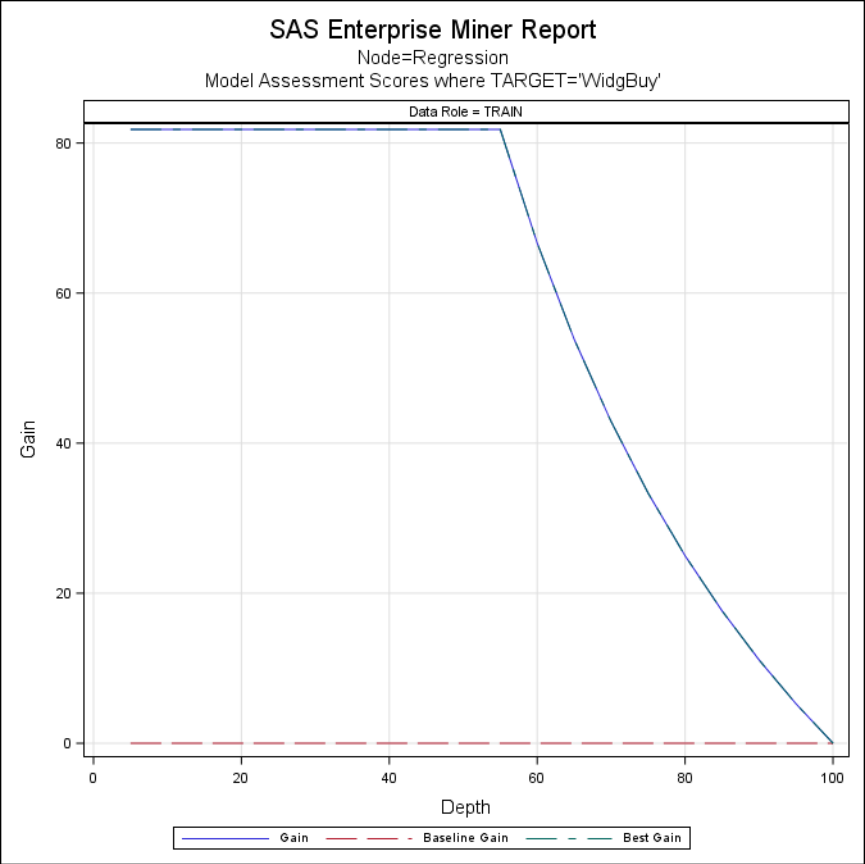
| Label of Statistic | Train | Validation | Test |
|--------------------------------|---------|------------|------|
| Akaike's Information Criterion | 16.0123 | . | . |
| Average Squared Error | 0.0000 | . | . |
| Average Error Function | 0.0003 | . | . |
| Degrees of Freedom for Error | 12.0000 | . | . |
| Model Degrees of Freedom | 8.0000 | . | . |
| Total Degrees of Freedom | 20.0000 | . | . |

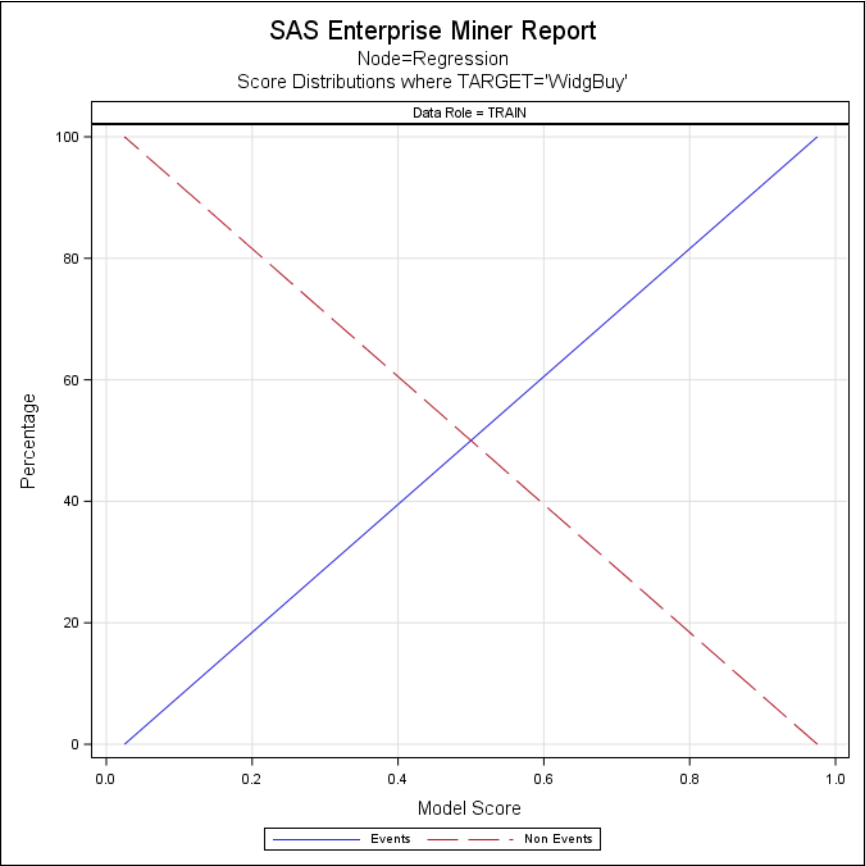
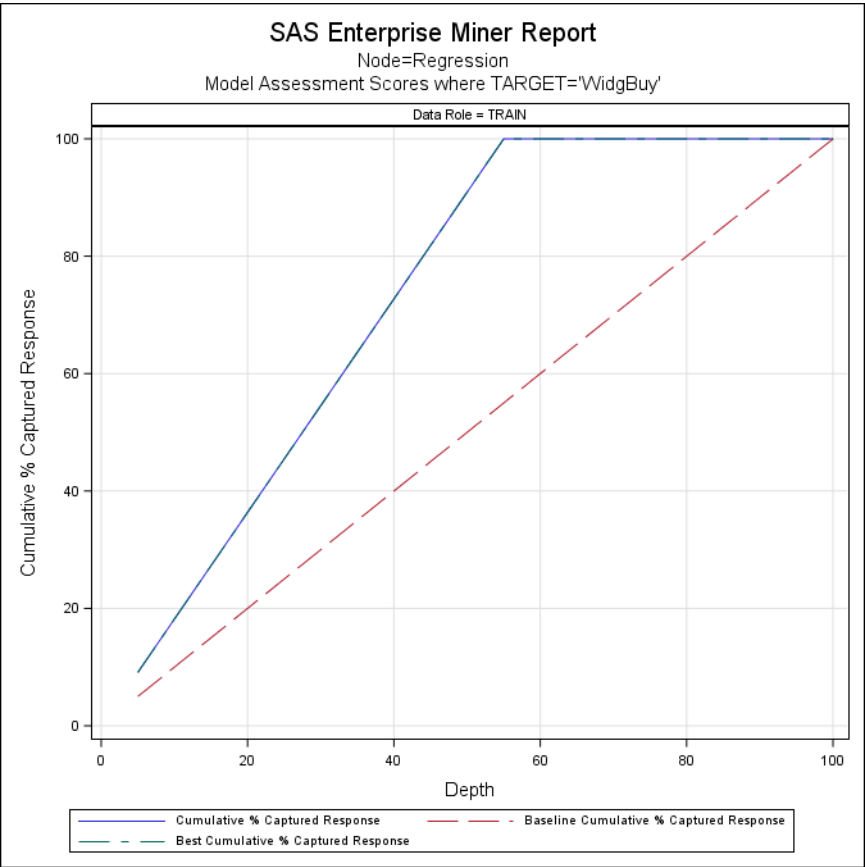
Target=WdgBuy Target Label=WdgBuy

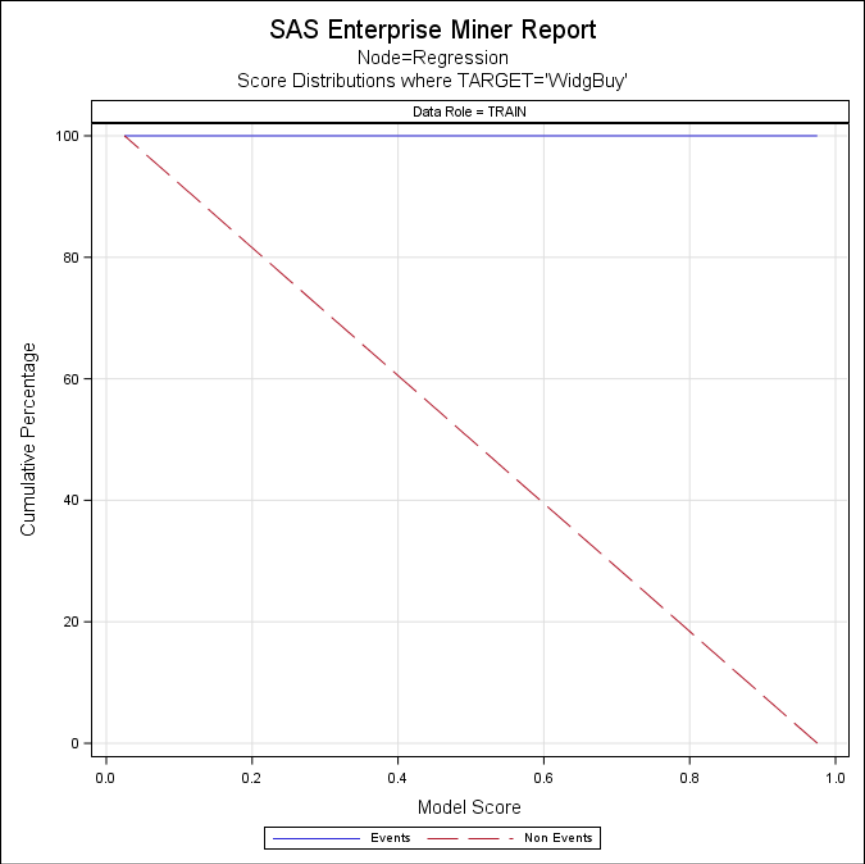
| Label of Statistic | Train | Validation | Test |
|--------------------------------|---------|------------|------|
| Divisor for ASE | 40.0000 | . | . |
| Error Function | 0.0123 | . | . |
| Final Prediction Error | 0.0000 | . | . |
| Maximum Absolute Error | 0.0013 | . | . |
| Mean Square Error | 0.0000 | . | . |
| Sum of Frequencies | 20.0000 | . | . |
| Number of Estimate Weights | 8.0000 | . | . |
| Root Average Sum of Squares | 0.0005 | . | . |
| Root Final Prediction Error | 0.0008 | . | . |
| Root Mean Squared Error | 0.0007 | . | . |
| Schwarz's Bayesian Criterion | 23.9781 | . | . |
| Sum of Squared Errors | 0.0000 | . | . |
| Sum of Case Weights Times Freq | 40.0000 | . | . |
| Misclassification Rate | 0.0000 | . | . |



| Effect Number | Variable | Level | Coefficient | T-value | P Value | Effect Number | Variable | Level | Coefficient | T-value | P Value |
|---------------|-----------|-------|-------------|----------|---------|---------------|-----------|-------|-------------|----------|---------|
| 1 | Intercept | YES | 25.3156 | 0.16328 | 0.87030 | 5 | Residence | LA | 1.85572 | 0.04329 | 0.96547 |
| 2 | Residence | CHI | -14.7970 | -0.29893 | 0.76499 | 6 | X4 | | 1.66886 | 0.01638 | 0.98693 |
| 3 | Income | HIGH | -6.6741 | -0.25573 | 0.79816 | 7 | Age | | -0.97247 | -0.16754 | 0.86694 |
| 4 | X2 | | 4.5656 | 0.11708 | 0.90680 | 8 | X5 | | -0.65338 | -0.06078 | 0.95154 |







Node=Regression

Score Distributions

Target Variable=WidgBuy Data Role=TRAIN

| Posterior Probability Range | Number of Events | Percentage of Events | Percentage of Nonevents | Cumulative Percentage of Events | Cumulative Percentage of Nonevents |
|-----------------------------|------------------|----------------------|-------------------------|---------------------------------|------------------------------------|
| 0.95-1.00 | 11 | 100 | 0 | 100 | 0 |
| 0.00-0.05 | 0 | 0 | 100 | 100 | 100 |

SAS Enterprise Miner Report

Node=File Import (2) Summary

Node id = FIMPORT2
Node label = File Import (2)
Meta path = FIMPORT2
Notes =

Node=File Import (2) Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|-----------------|-------------|---------|------------|---|---------|-----------|------------|---------|
| Component | FileImport | | GuessRows | 500 | | NameRow | Y | |
| AccessTable | NoTableName | | IFilename | J:\JMMORR01\CIS 445\Project 2\WidgBuyScore.xlsx | | Password | NoPassword | |
| AdvancedAdvisor | N | | ImportType | Local | LOCAL | Role | SCORE | TRAIN |
| Delimiter | , | | MaxCols | 10000 | | SkipRows | 0 | |
| FileType | xlsx | XLS | MaxRows | 1000000 | | Summarize | N | |

Node=File Import (2) Data Attributes

| Attribute | Value | Attribute | Value | Attribute | Value |
|------------|---------------|----------------|--------------------|--------------|-------|
| Data Name | FIMPORT2_DATA | Date Created | 29Oct2018:11:59:35 | Data Size | 66560 |
| Data Type | DATA | Date Modified | 29Oct2018:11:59:35 | Role | TRAIN |
| Data Label | | Number Rows | 9 | Segment | |
| Engine | V9 | Number Columns | 6 | Data Library | EMWS1 |

Node=File Import (2) Variables List

| Name | Label | Role | Level | Type | Length | Format | Creator |
|-----------|-----------|-------|----------|------|--------|--------|---------|
| Age | Age | INPUT | INTERVAL | N | 8 | BEST. | |
| Income | Income | INPUT | NOMINAL | C | 4 | \$. | |
| Residence | Residence | INPUT | NOMINAL | C | 3 | \$. | |
| X2 | X2 | INPUT | INTERVAL | N | 8 | BEST. | |
| X4 | X4 | INPUT | INTERVAL | N | 8 | BEST. | |
| X5 | X5 | INPUT | INTERVAL | N | 8 | BEST. | |

Node=File Import (2) Created Variables List

SAS Enterprise Miner Report

Node=Model Comparison
Summary

Node id = MdlComp
Node label = Model Comparison
Meta path = FIMPORT => Neural => MdlComp
Notes =

Node=Model Comparison
Properties

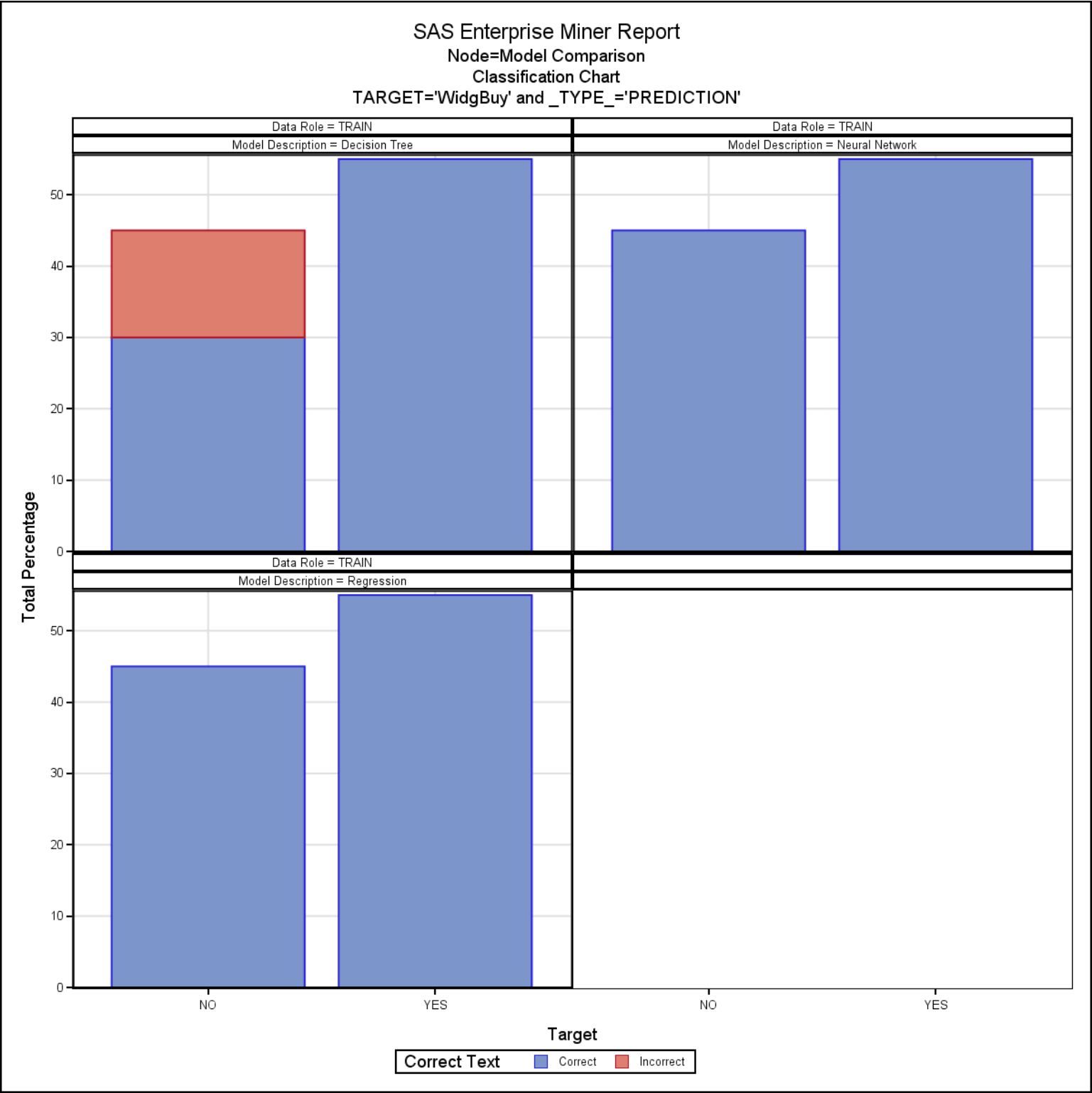
| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|-----------------------|-------------------------------|---------|-----------------------------|-------|---------|-------------------|---------|---------|
| Component | ModelCompare | | NormalizeReportingVariables | Y | | ScoreDistBin | 20 | |
| AssessAllTargetLevels | N | | NumberOfReportedLevels | 1E-6 | | SelectionCriteria | DEFAULT | |
| DecileBin | 20 | | NumberOfBins | 20 | | SelectionData | DEFAULT | |
| HPCriteria | DEFAULT | | ProfitEpsilon | 1E-6 | | SelectionDepth | 10 | |
| LiftEpsilon | 1E-6 | | RecomputeAssess | N | | SelectionTable | TRAIN | TABLE |
| ModelCriteria | Train: Misclassification Rate | | RocChart | Y | | StatisticUsed | _MISC_ | |
| ModelDescription | Neural Network | | RocEpsilon | 0.01 | | TargetLabel | WidgBuy | |
| ModelId | Neural | | RoiEpsilon | 1E-6 | | TargetName | WidgBuy | |

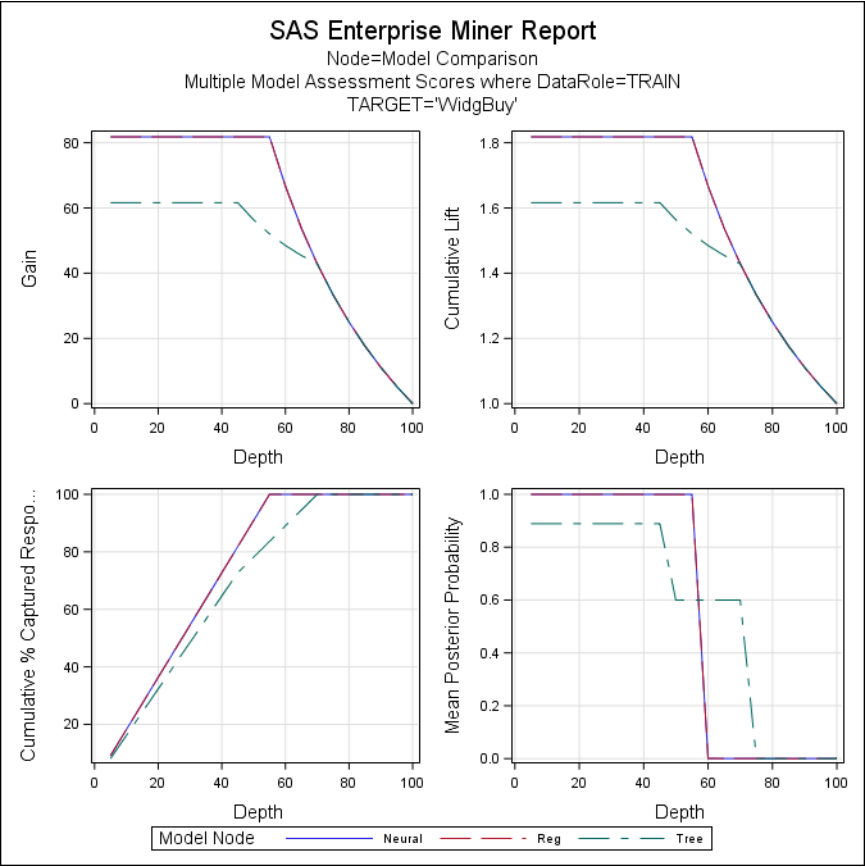
Node=Model Comparison
Variable Summary

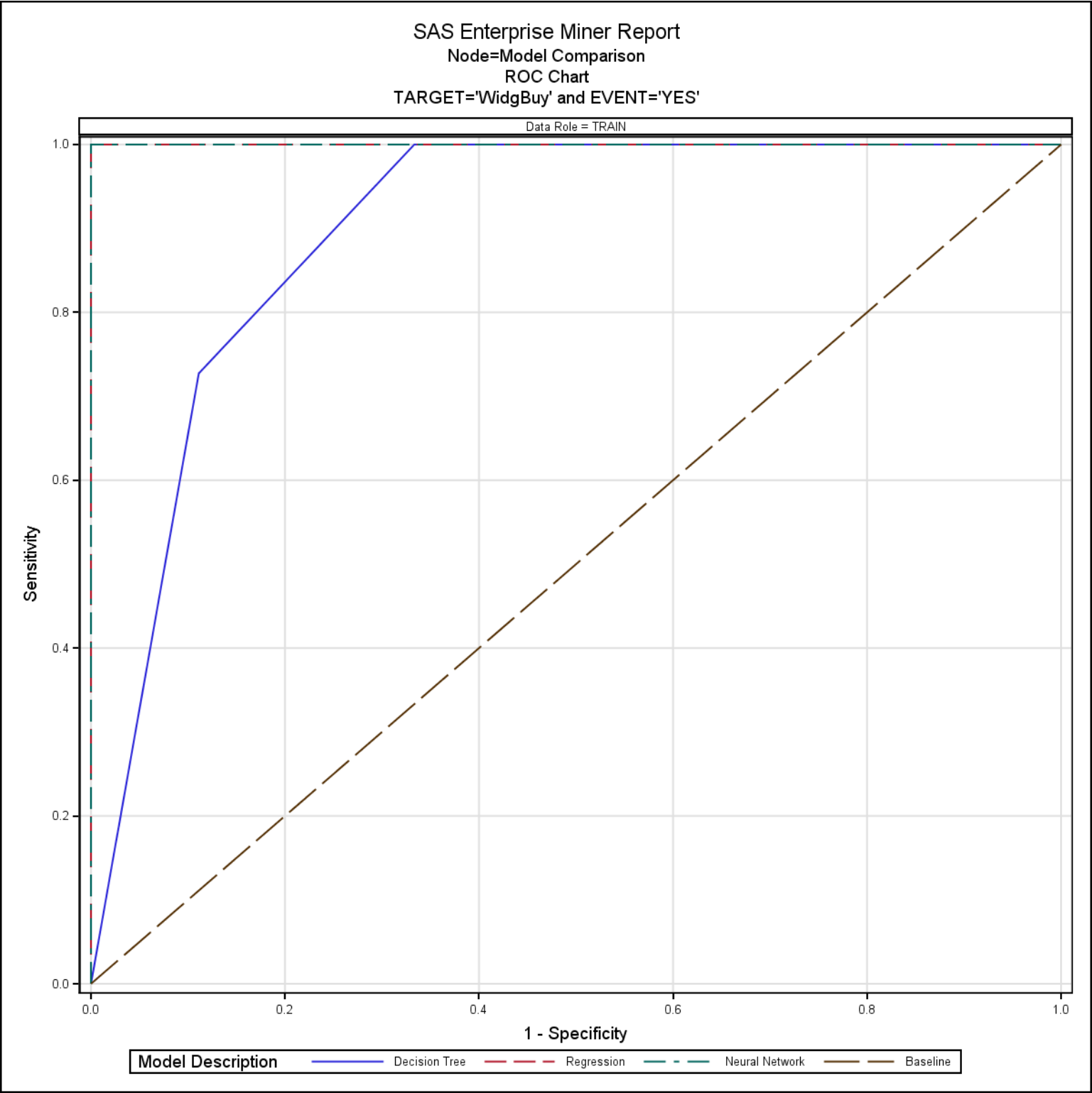
| Role | Level | Frequency Count | Name |
|--------|--------|--------------------|---------|
| TARGET | BINARY | 1 | WidgBuy |

Node=Model Comparison
Fit Statistics Table

| Selected Model | Predecessor Node | Model Node | Model Description | Target Variable | Target Label | Selection Criterion: Train: Misclassification Rate | Train: Average Squared Error | Train: Misclassification Rate | Train: Kolmogorov-Smirnov Statistic | Train: Roc Index | Train: Gini Coefficient |
|-------------------|---------------------|---------------|----------------------|--------------------|-----------------|---|---------------------------------------|-------------------------------------|---|------------------------|-------------------------------|
| Y | Neural | Neural | Neural Network | WidgBuy | WidgBuy | 0.00 | 0.00000 | 0.00 | 1.000 | 1.000 | 1.000 |
| | Reg | Reg | Regression | WidgBuy | WidgBuy | 0.00 | 0.00000 | 0.00 | 1.000 | 1.000 | 1.000 |
| | Tree | Tree | Decision Tree | WidgBuy | WidgBuy | 0.15 | 0.10444 | 0.15 | 0.667 | 0.899 | 0.798 |







SAS Enterprise Miner Report

Node=Score Summary

Node id = Score
Node label = Score
Meta path = FIMPORT => Neural => MdlComp => Score
Notes =

Node=Score Properties

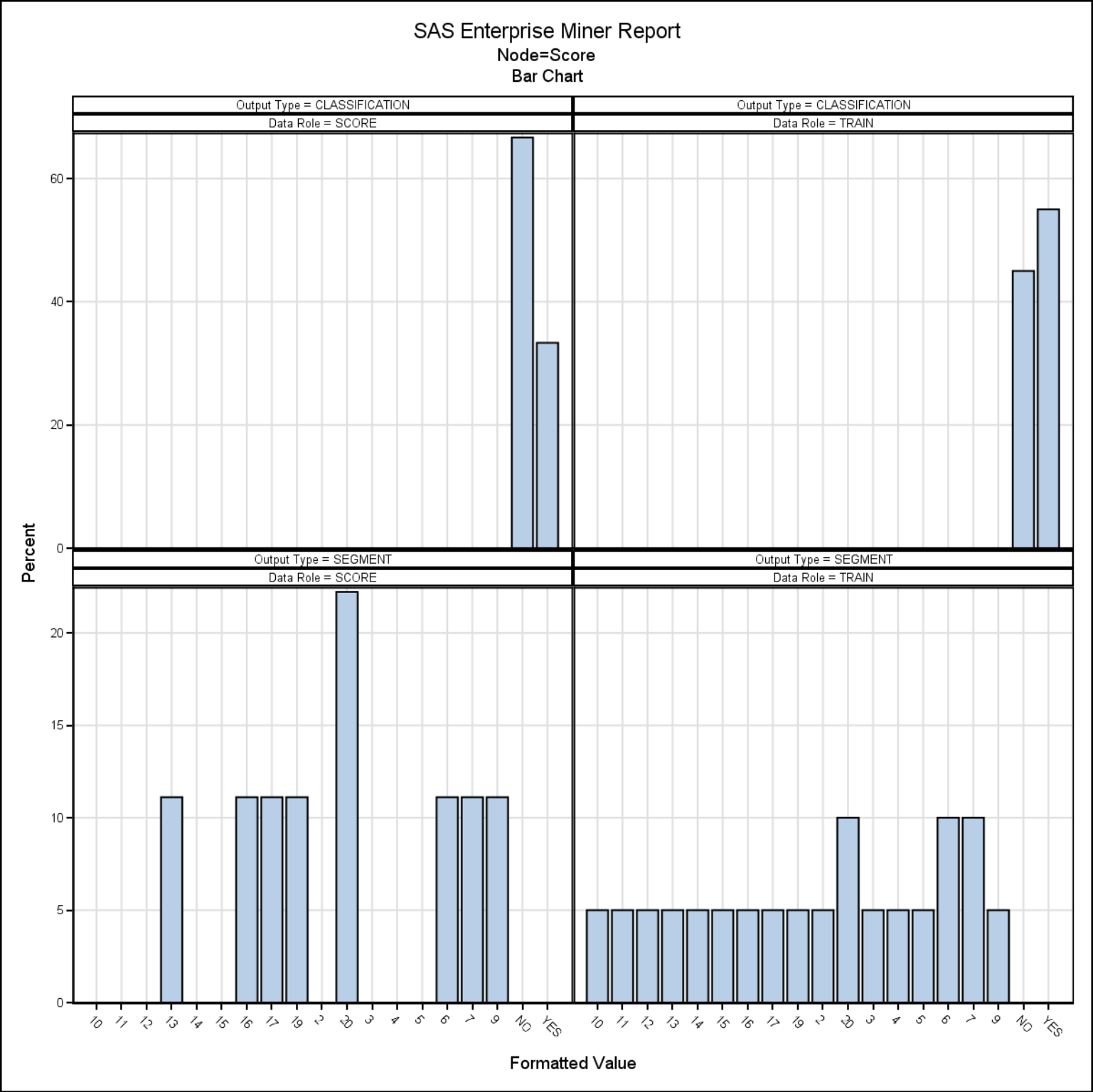
| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|--------------------|-------|---------|---------------|-------|---------|----------------|---------|---------|
| Component | Score | | HideInput | Y | | JScore | N | |
| CScore | N | | HideOther | Y | | OptimizedCode | Y | |
| FixedOutputNames | Y | | HidePredict | Y | | OutputType | VIEW | |
| GraphReports | Y | | HideRejected | Y | | PackageName | DEFAULT | |
| HideAssess | Y | | HideResidual | Y | | PreferenceName | | |
| HideClassification | Y | | HideTarget | Y | | ScoreTest | N | |
| HideFreq | Y | | HideVariables | N | | ScoreValidate | N | |

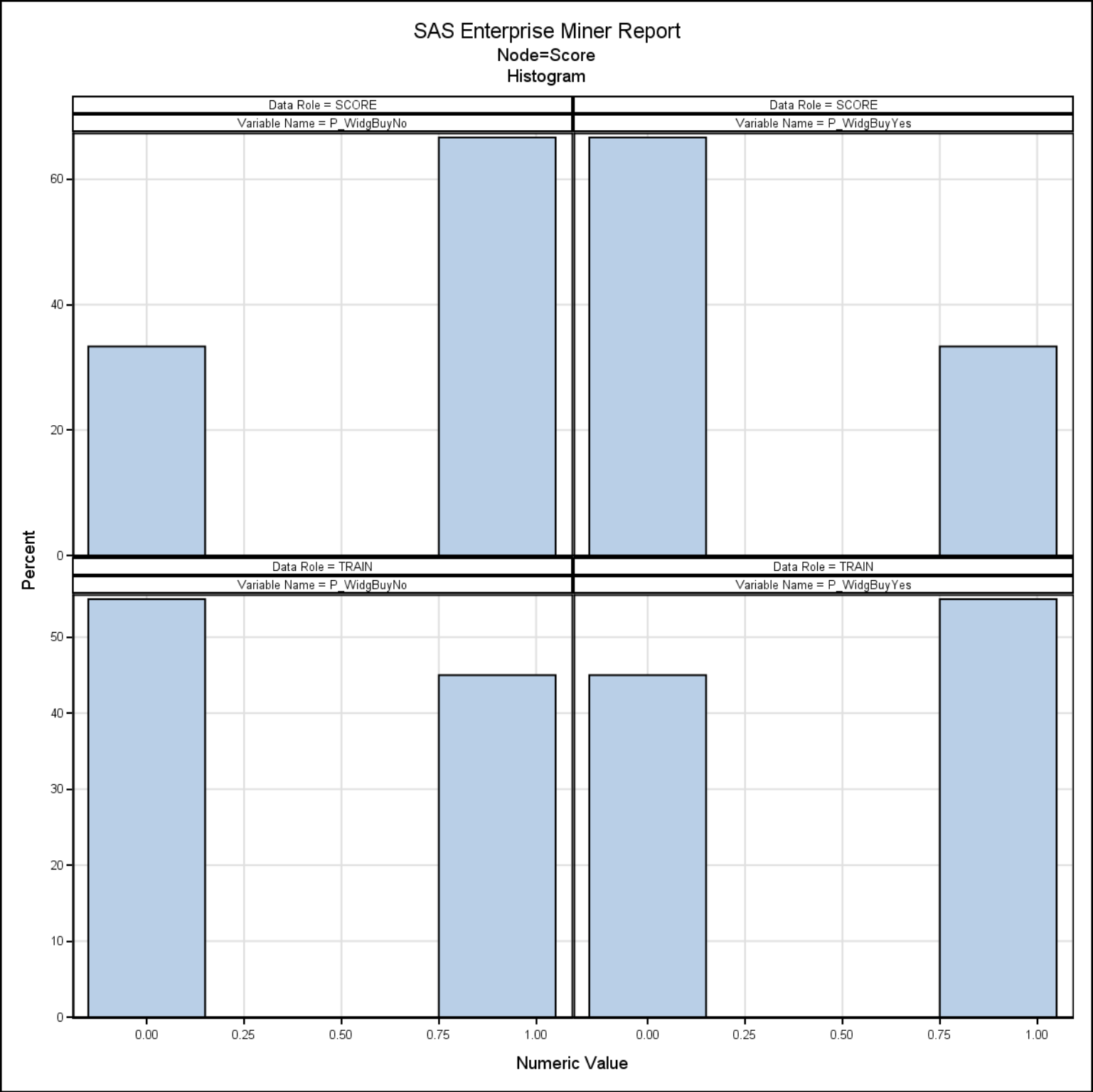
Node=Score Variable Summary

| Role | Level | Frequency Count | Name |
|---------|---------|--------------------|-----------|
| TARGET | BINARY | 1 | WidgBuy |
| SEGMENT | NOMINAL | 1 | b_WidgBuy |

Node=Score Output Variables

| Variable Name | Creator | Variable Label | Function | Type |
|---------------------|---------|--------------------------------------|----------------|------|
| EM_CLASSIFICATION | Score | Prediction for WidgBuy | CLASSIFICATION | C |
| EM_EVENTPROBABILITY | Score | Probability for level YES of WidgBuy | PREDICT | N |
| EM_PROBABILITY | Score | Probability of Classification | PREDICT | N |
| EM_SEGMENT | Score | Segment | TRANSFORM | N |
| I_WidgBuy | Neural | Into: WidgBuy | CLASSIFICATION | C |
| P_WidgBuyNo | Neural | Predicted: WidgBuy=No | PREDICT | N |
| P_WidgBuyYes | Neural | Predicted: WidgBuy=Yes | PREDICT | N |
| U_WidgBuy | Neural | Unnormalized Into: WidgBuy | CLASSIFICATION | C |
| _WARN_ | Neural | Warnings | ASSESS | C |
| b_WidgBuy | MdlComp | | TRANSFORM | N |





SAS Enterprise Miner Report

Node=SAS Code Summary

Node id = EMCODE
 Node label = SAS Code
 Meta path = FIMPORT => Neural => MdlComp => Score => EMCODE
 Notes =

Node=SAS Code Properties

| Property | Value | Default | Property | Value | Default | Property | Value | Default |
|-------------|---------|---------|-----------------|----------|---------|-----------|---------|---------|
| Component | SASCode | | PublishCode | PUBLISH | | ToolType | UTILITY | |
| MetaAdvisor | BASIC | | ScoreCodeFormat | DATASTEP | | UsePriors | Y | |

Node=SAS Code Variable Summary

| Role | Level | Frequency Count | Name |
|-------|----------|--------------------|------------------|
| INPUT | INTERVAL | 4 | Age X2 X4 X5 |
| INPUT | NOMINAL | 2 | Income Residence |

End of Report