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Model Comparison

Champion	Name	Algorithm Name	KS (Youden)
true	Neural Network	Neural Network	1
false	Logistic Regression	Logistic Regression	0
false	Logistic Regression (1)	Logistic Regression	0
false	Logistic Regression (2)	Logistic Regression	0

Accuracy	Average Squared Error	Area Under ROC	Cumulative Lift
1	0.0000	1	4.0727
0.7525	0.1863	0.5000	1.0081
0.7525	0.1863	0.5000	1.0081
0.7525	0.1863	0.5000	1.0081

Cumulative Captured Response Percentage	Cutoff	Data Role	Depth
40.7273	0.5000	TEST	10
10.0810	0.5000	TEST	10
10.0810	0.5000	TEST	10
10.0810	0.5000	TEST	10

F1 Score	False Discovery Rate	False Positive Rate	Gain
1	0	0	3.0727
0		0	0.0081
0		0	0.0081
0		0	0.0081

Gini Coefficient	ROC Separation	Lift	Misclassification Rate
1	1	4.0727	0
0	0	1.0081	0.2475
0	0	1.0081	0.2475
0	0	1.0081	0.2475

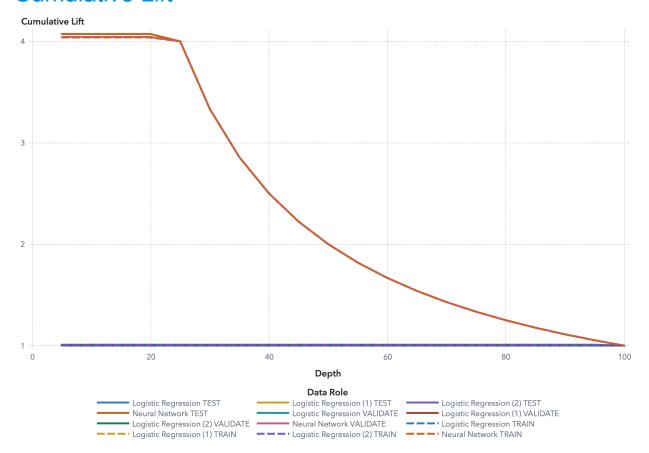
Multi-Class Log Loss	Misclassification at Cutoff	Misclassification Rate (Event)	Number of Observations
0.0007	0	0	2,222
0.5596	0.2475	0.2475	2,222
0.5596	0.2475	0.2475	2,222
0.5596	0.2475	0.2475	2,222

Root Average Squared Error	Captured Response Percentage
0.0017	20.3636
0.4316	5.0405
0.4316	5.0405
0.4316	5.0405

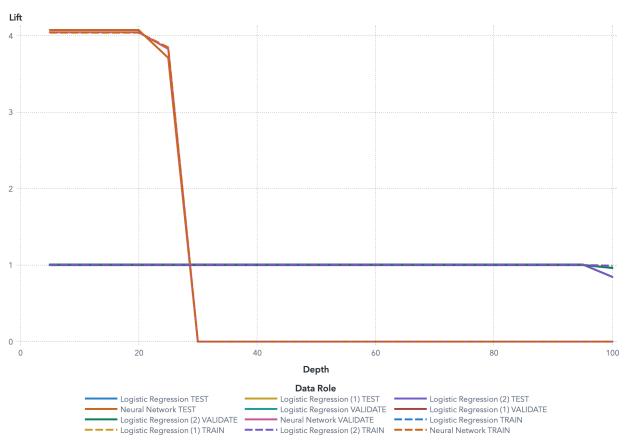
Properties

	-
Property Name	Property Value
selectionCriteriaCla ss	Kolmogorov- Smirnov statistic (KS)
selectionCriteriaInte rval	Average squared error
selectionTable	Test
selectionDepth	10
cutoff	0.50

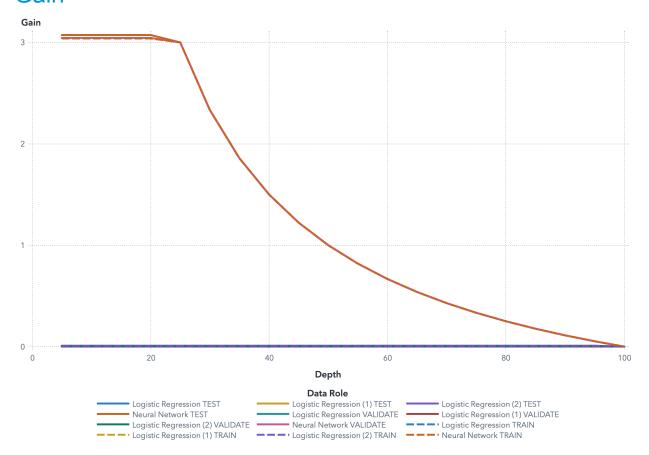
Cumulative Lift



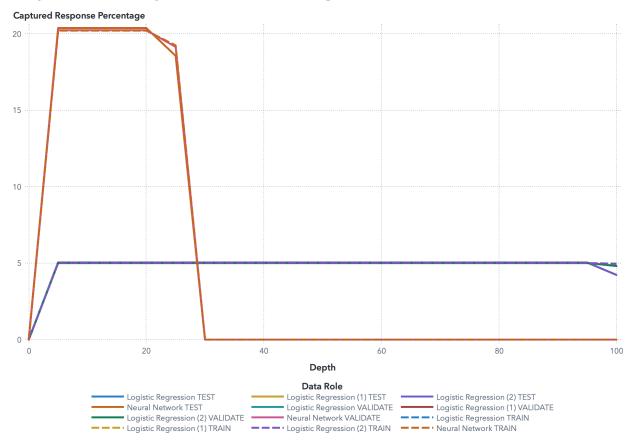




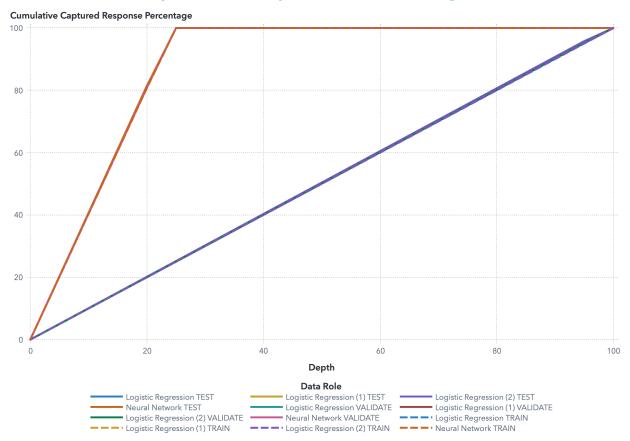
Gain



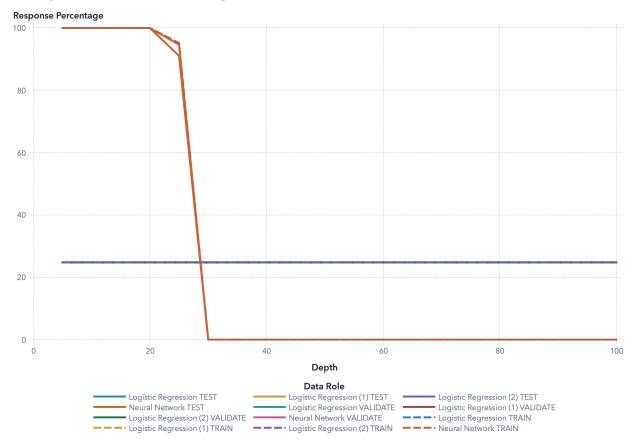
Captured Response Percentage



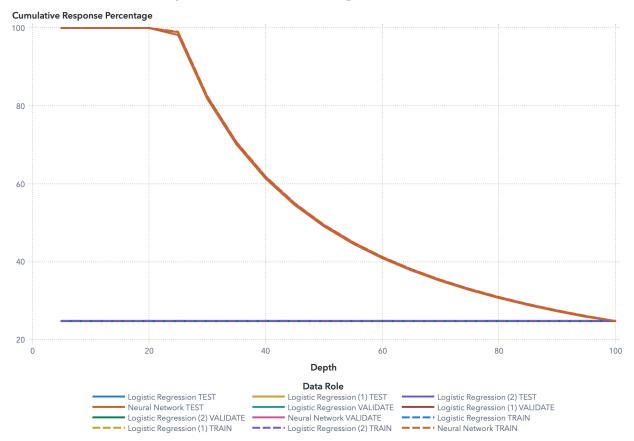
Cumulative Captured Response Percentage



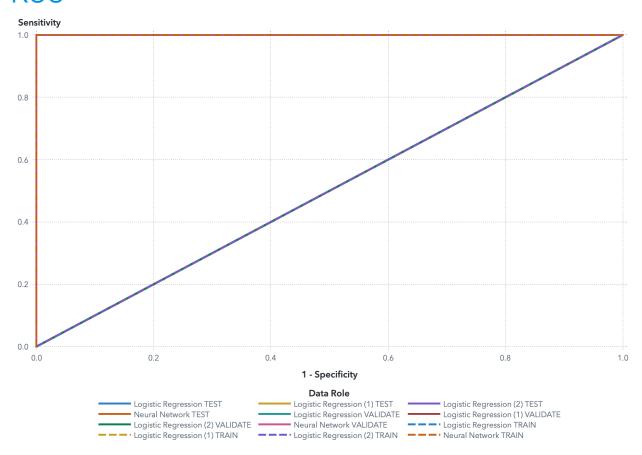
Response Percentage



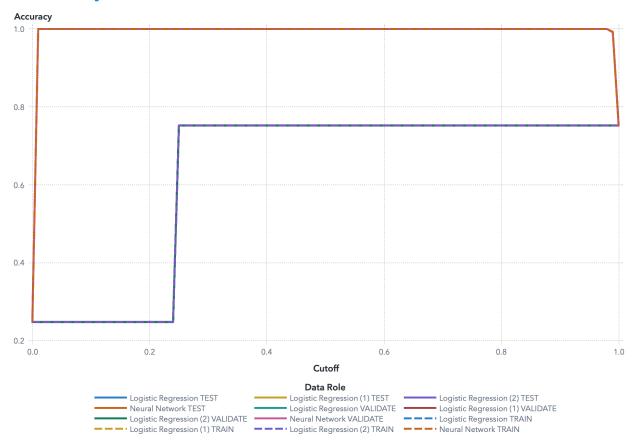
Cumulative Response Percentage



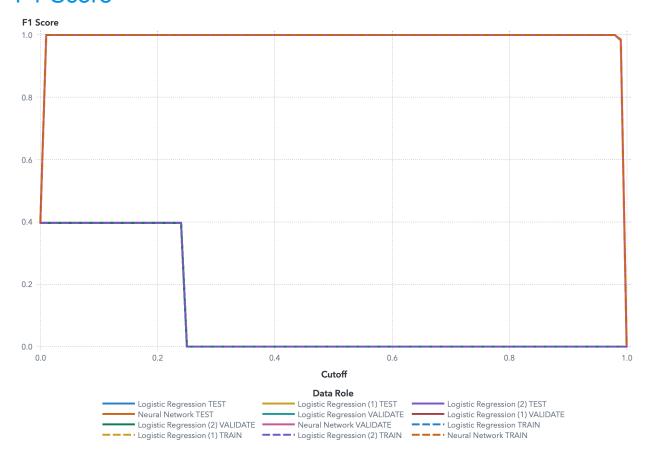
ROC



Accuracy



F1 Score



Fit Statistics

Statistics Label	TRAIN_Logistic_R	VALIDATE_Logisti	TEST_Logistic_Re
	egression (1)	c_Regression (1)	gression (1)
Area Under ROC	0.5000	0.5000	0.5000
Average Squared Error	0.1864	0.1864	0.1863
Divisor for ASE	13,334	6,667	2,222
Formatted Partition	1	0	2
Gamma			
Gini Coefficient	0	0	0
KS (Youden)	0	0	0
KS at User- Specified Cutoff	0	0	0
KS Cutoff	0	0	0
Misclassification Rate	0.2477	0.2478	0.2475
Misclassification Rate (Event)	0.2477	0.2478	0.2475
Misclassification Rate at KS Cutoff (Event)	0.7523	0.7522	0.7525
Multi-Class Log Loss	0.5598	0.5599	0.5596
Number of Observations	13,334	6,667	2,222
Partition Indicator	1	0	2
Root Average Squared Error	0.4317	0.4317	0.4316
Target Name	TargetBuy	TargetBuy	TargetBuy
Tau	0	0	0
TRAIN Logistic R	VALIDATE Logisti	TEST Logistic Re	TRAIN Neural Ne

TRAIN_Logistic_R	VALIDATE_Logisti	TEST_Logistic_Re	TRAIN_Neural_Ne
egression	c_Regression	gression	twork

TRAIN_Logistic_R egression	VALIDATE_Logisti c_Regression	TEST_Logistic_Re gression	TRAIN_Neural_Ne twork
0.5000	0.5000	0.5000	1
0.1864	0.1864	0.1863	0.0000
13,334	6,667	2,222	13,334
1	0	2	1
			1
0	0	0	1
0	0	0	1
0	0	0	1
0	0	0	0.0100
0.2477	0.2478	0.2475	0
0.2477	0.2478	0.2475	0
0.7523	0.7522	0.7525	0
0.5598	0.5599	0.5596	0.0007
13,334	6,667	2,222	13,334
1	0	2	1
0.4317	0.4317	0.4316	0.0016
TargetBuy	TargetBuy	TargetBuy	TargetBuy
0	0	0	0.3727

VALIDATE_Neural _Network	TEST_Neural_Net work	TRAIN_Logistic_R egression (2)	VALIDATE_Logisti c_Regression (2)
1	1	0.5000	0.5000
0.0000	0.0000	0.1864	0.1864
6,667	2,222	13,334	6,667
0	2	1	0
1	1		
1	1	0	0
1	1	0	0
1	1	0	0

VALIDATE_Neural _Network	TEST_Neural_Net work	TRAIN_Logistic_R egression (2)	VALIDATE_Logisti c_Regression (2)
0.0100	0.0100	0	0
0	0	0.2477	0.2478
0	0	0.2477	0.2478
0	0	0.7523	0.7522
0.0007	0.0007	0.5598	0.5599
6,667	2,222	13,334	6,667
0	2	1	0
0.0016	0.0017	0.4317	0.4317
TargetBuy	TargetBuy	TargetBuy	TargetBuy
0.3728	0.3727	0	0

TEST_Logistic_Re		
gression (2)		
0.5000		
0.1863		
2,222		
2		
0		
0		
0		
0		
0.2475		
0.2475		
0.7525		
0.5596		
2,222		
2		
0.4316		
TargetBuy		

TEST_Logistic_Re gression (2)