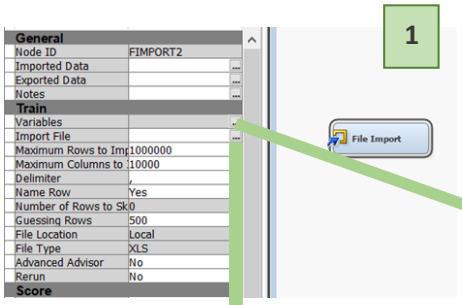
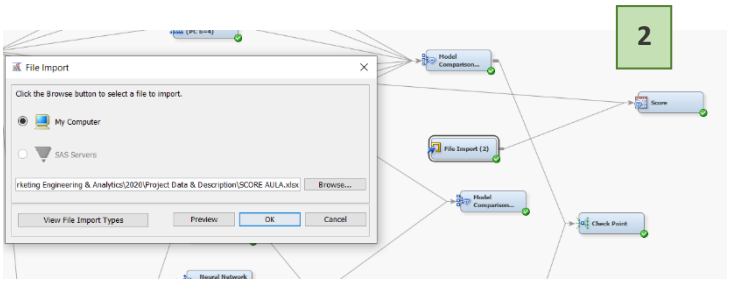
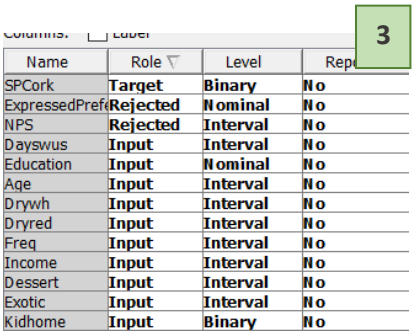
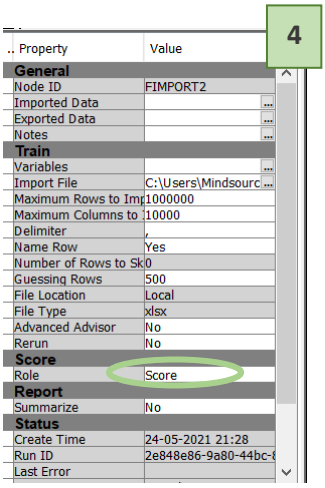
21 – File Import (to import score data set file)



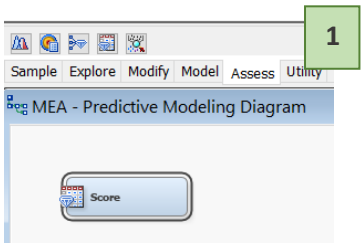
After the file importation, it is necessary to define variables' roles and levels.





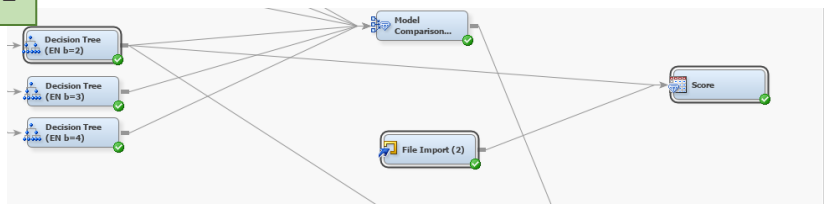


22 - Score



Import the Score node from the Assess tab and link it to the new File Import node and also to the node that represents the prediction model that you are using.

2

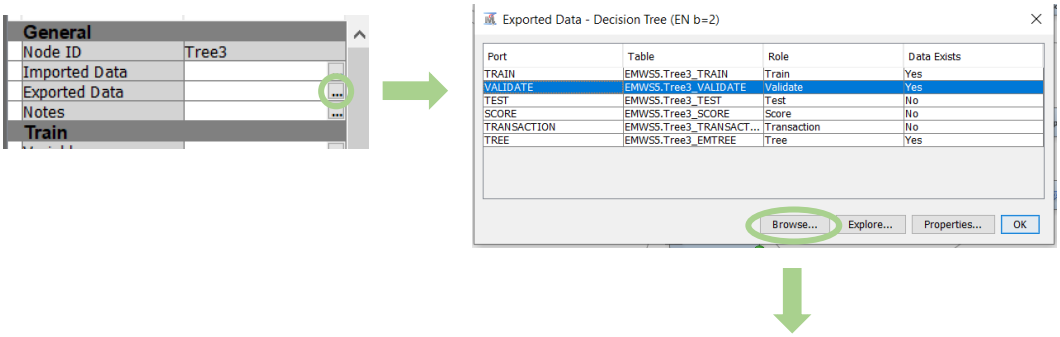


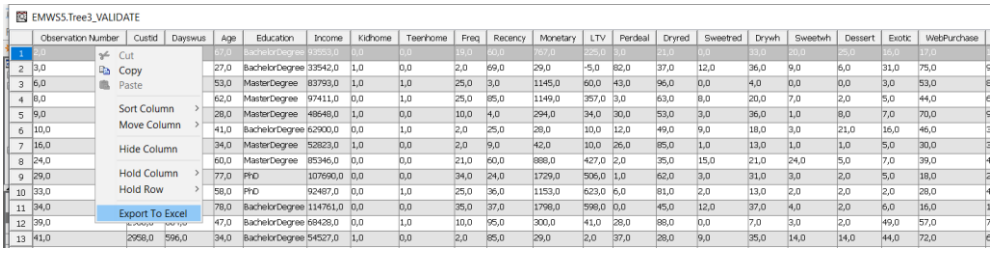
This node represents the end of our work on SAS Miner.

A - Choose the percentage of customers to contact.

1

Export the data from the node that represents the best model to use (decision tree, regression or neural network)





2

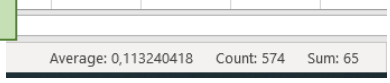
On excel, calculate the lift, %response, profit, loss and ROI to decide the percentage of customers to contact.

a

Custid	SPCork	Predicted: SPCork=0	Predicted: SPCork=1
2965	1	0	1
2927	1	0	1
2833	1	0	1
2826	0	0	1
2790	0	0	1
2694	1	0	1
2508	1	0	1
2491	0	0	1
2477	0	0	1
2234	1	0	1
2219	0	0	1
2078	0	0	1
2036	1	0	1
1901	0	0	1
1712	1	0	1
1675	1	0	1
1662	1	0	1
1616	1	0	1
1387	0	0	1

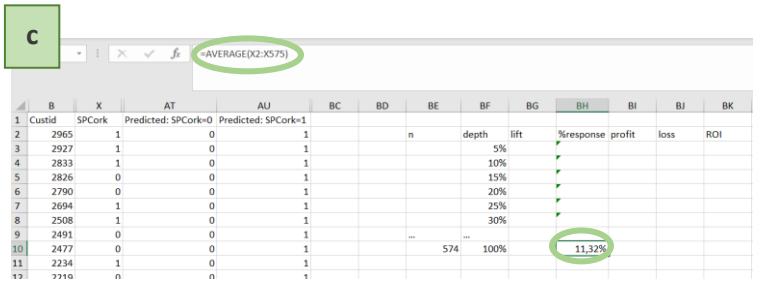
Hide the columns that are not relevant and order the observations by the higher values for the column Predicted:Target=1.

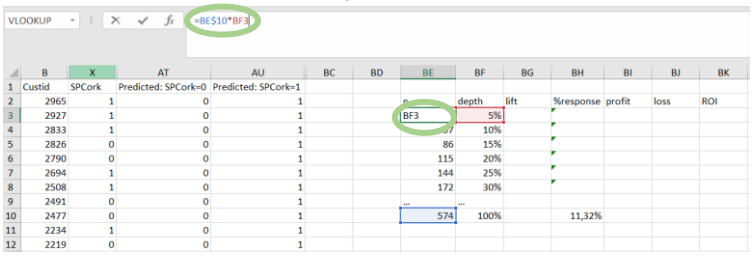
b

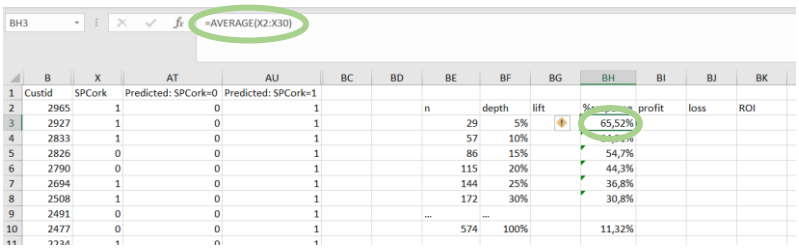


Selecting the Predicted:Target=1 column you obtain the % of individuals that bought the product, the total number of individuals in the data set and the number of individual that bought the product.

c







First, calculate the %response for the total numbers of customers in the validation dataset and replicate the calculation for each percentage group (5%, 10%, ….).

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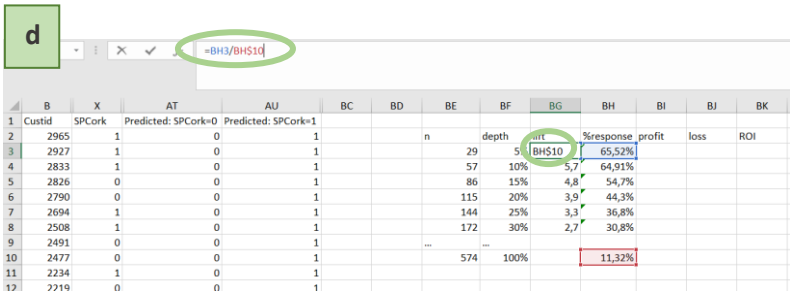
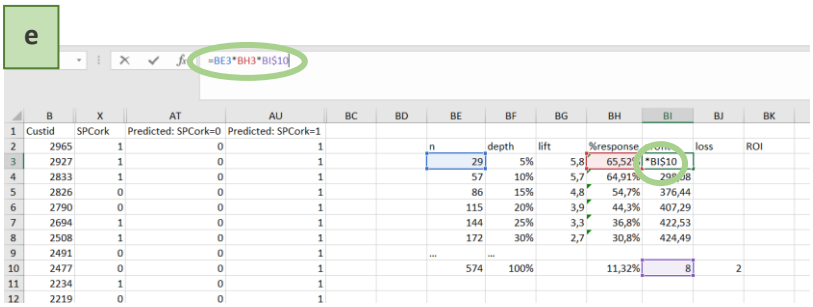
d



Calculate the lift for each group.

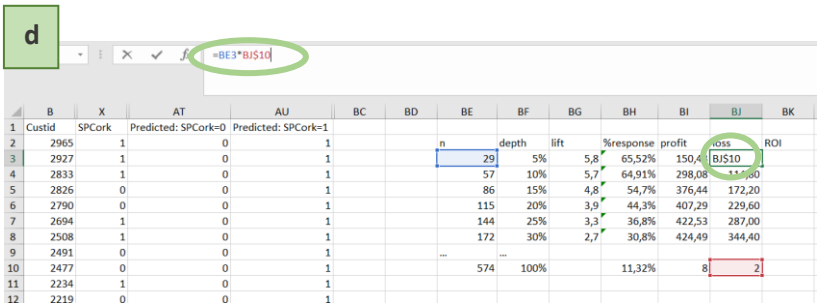
e



Calculate the profit for each group.

In this example, 8 represents the price of the product.

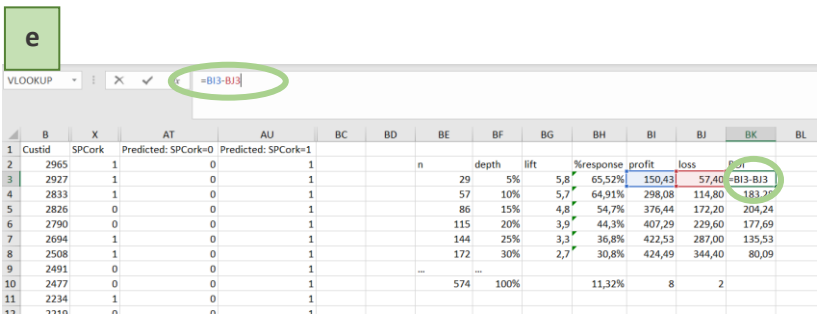
d

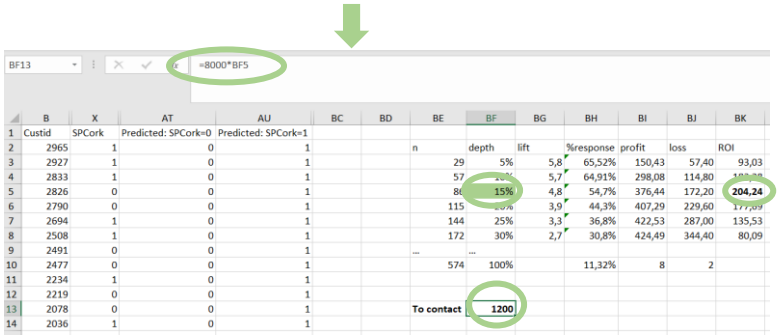


Calculate the loss for each group.

In this example, 2 represents the contact cost.

e





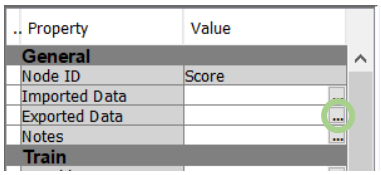
Calculate the ROI value for each group.

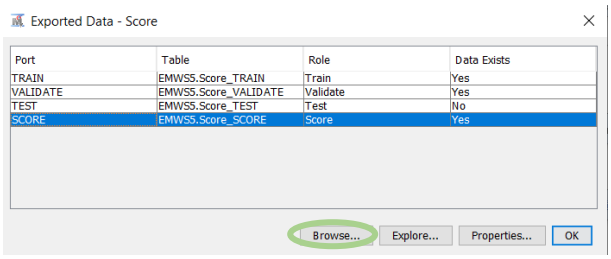
The goal is to choose the percentage of customers that maximizes the ROI.

fjesus@novaims.unl.pt ; vjesusfjesus@novaims.unl.pt; jneves@novaims.unl.pt; rpenedo@novaims.unl.pt

B - Choose the universe of customers to contact

1 Export the data from the score node.





2 Identify the customers to contact.

A	AS
Custid	Predicted: SPCork=1
3002	1
3048	1
3080	1
3116	1
3123	1
3148	1
3181	1
3199	1
3226	1
3244	1
3267	1
3293	1
3318	1
3343	1
3392	1
3449	1
3482	1
3505	1
3545	1
3569	1

Hide the irrelevant columns and sort the observations by the higher values for column Predicted:Target=1.

Next, select the number of customers (ex:1200) that you identify in the previous step (A).