

Variables with Missing Values on the Validation Data Set**The MEANS Procedure**

Variable	N Miss
LIFETIME_GIFT_COUNT	0
LAST_GIFT_AMT	0
MEDIAN_HOME_VALUE	0
FREQUENCY_STATUS_97NK	0
PEP_STAR	0
INCOME_GROUP	2229
LIFETIME_AVG_GIFT_AMT	0
MONTHS_SINCE_LAST_GIFT	0

The LOGISTIC Procedure

Model Information	
Data Set	PMLR.PVA_TRAIN_IMPUTED_SWOE
Response Variable	TARGET_B
Number of Response Levels	2
Model	binary logit
Optimization Technique	Fisher's scoring

Number of Observations Read	9687
Number of Observations Used	9687

Response Profile		
Ordered Value	TARGET_B	Total Frequency
1	0	7265
2	1	2422

Probability modeled is TARGET_B=1.

Model Convergence Status
Convergence criterion (GCONV=1E-8) satisfied.

Model Fit Statistics		
Criterion	Intercept Only	Intercept and Covariates
AIC	10897.230	10514.106
SC	10904.409	10585.892
-2 Log L	10895.230	10494.106

Testing Global Null Hypothesis: BETA=0			
Test	Chi-Square	DF	Pr > ChiSq
Likelihood Ratio	401.1240	9	<.0001
Score	405.4144	9	<.0001
Wald	382.4438	9	<.0001

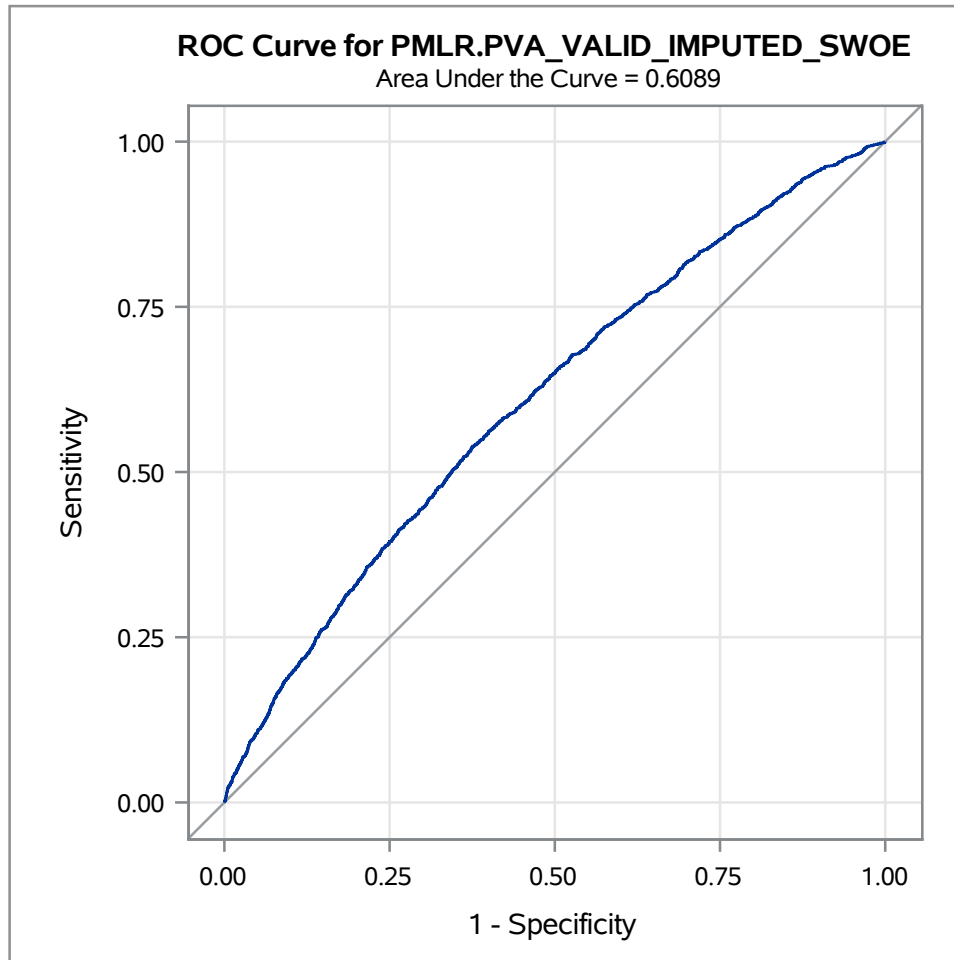
The LOGISTIC Procedure

Analysis of Maximum Likelihood Estimates					
Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-0.6217	0.2112	8.6698	0.0032
LIFETIME_GIFT_COUNT	1	0.0401	0.00670	35.9259	<.0001
LAST_GIFT_AMT	1	-0.0183	0.00398	21.1735	<.0001
MEDIAN_HOME_VALUE	1	0.000095	0.000026	13.4529	0.0002
FREQUENCY_STATUS_97N	1	0.1720	0.0253	46.3852	<.0001
cluster_swoe	1	0.9869	0.1493	43.6931	<.0001
PEP_STAR	1	0.3248	0.0614	27.9318	<.0001
INCOME_GROUP	1	0.0471	0.0154	9.3146	0.0023
LAST_GIFT*LIFETIME_A	1	0.000167	0.000050	11.1250	0.0009
LIFETIME_*MONTHS_SIN	1	-0.00211	0.000366	33.3864	<.0001

Odds Ratio Estimates			
Effect	Point Estimate	95% Wald Confidence Limits	
MEDIAN_HOME_VALUE	1.000	1.000	1.000
FREQUENCY_STATUS_97N	1.188	1.130	1.248
cluster_swoe	2.683	2.002	3.595
PEP_STAR	1.384	1.227	1.561
INCOME_GROUP	1.048	1.017	1.080

Association of Predicted Probabilities and Observed Responses			
Percent Concordant	63.2	Somers' D	0.263
Percent Discordant	36.8	Gamma	0.263
Percent Tied	0.0	Tau-a	0.099
Pairs	17595830	c	0.632

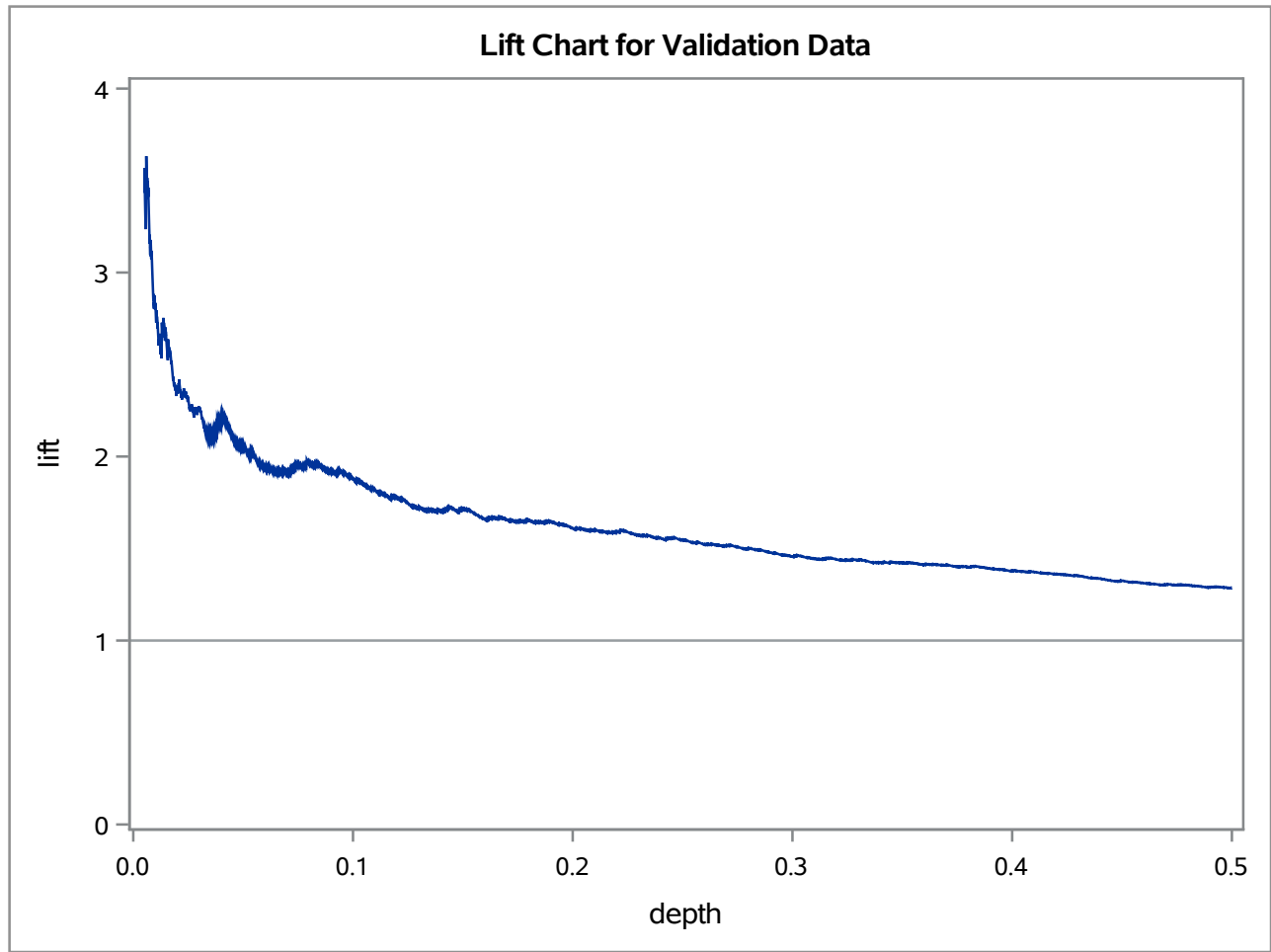
The LOGISTIC Procedure



Fit Statistics for SCORE Data

Data Set	Total Frequency	Log Likelihood	Error Rate	AIC	AICC	BIC	SC	R-Square
PMLR.PVA_VALID_IMPUTED_SWOE	9685	-7444.5	0.2499	14908.97	14909	14980.76	14980.76	0.036643

Data Set	Max-Rescaled R-Square	AUC	Brier Score
PMLR.PVA_VALID_IMPUTED_SWOE	0.046213	0.608916	0.223326



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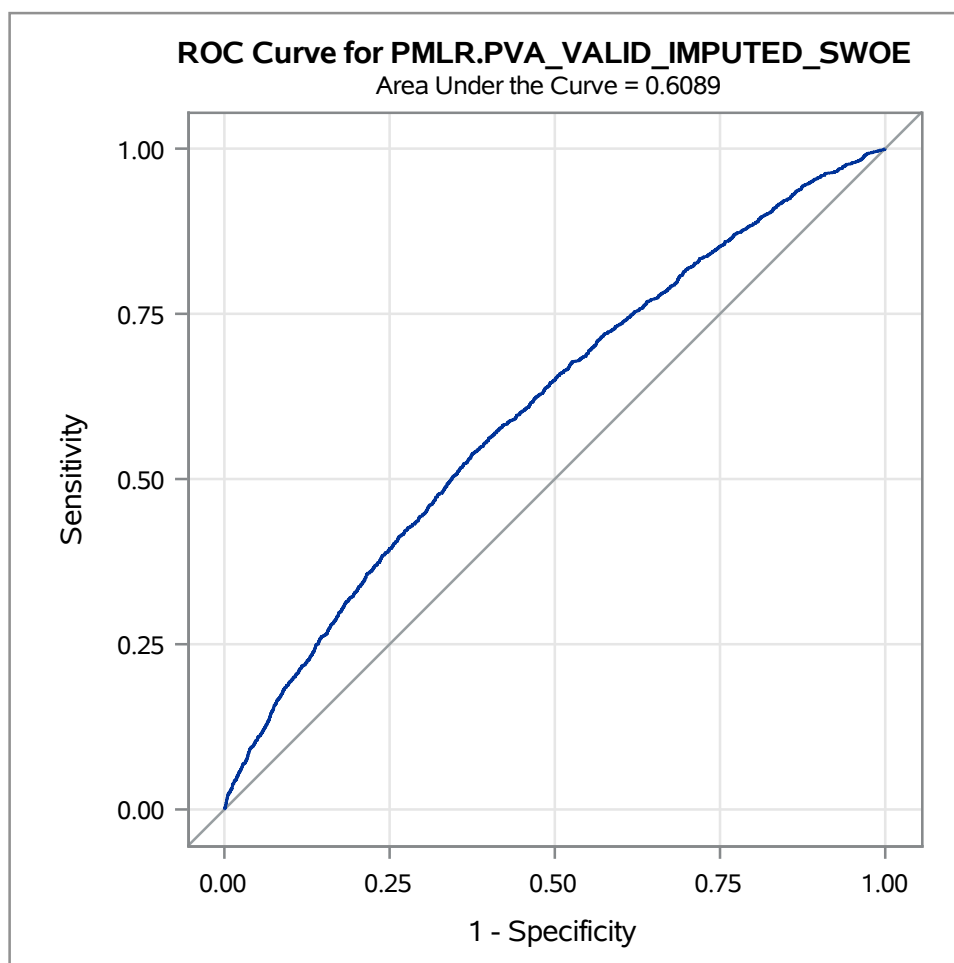
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