GBM RELATIVE INFLUENCE

gbm(formula = bookings ~ ., distribution = "multinomial", data = t[train,

], n.trees = 300, interaction.depth = 2, shrinkage = 1e-04,

cv.folds = 5)

A gradient boosted model with multinomial loss function.

300 iterations were performed.

The best cross-validation iteration was 300.

There were 11 predictors of which 7 had non-zero influence.

var rel.inf

first\_browser first\_browser 61.2265542

sum\_secs\_elapsed sum\_secs\_elapsed 30.6857072

affiliate\_channel affiliate\_channel 3.7504738

first\_affiliate\_tracked first\_affiliate\_tracked 2.4845064

signup\_app signup\_app 1.5732158

counts counts 0.1605835

signup\_flow signup\_flow 0.1189591

signup\_method signup\_method 0.0000000

language language 0.0000000

affiliate\_provider affiliate\_provider 0.0000000

first\_device\_type first\_device\_type 0.0000000

Training accuracy: 0.5836496

Testing accuracy: 0.5827692

gbm(formula = t.bookings ~ ., distribution = "multinomial", data = reduced[trainred,

], n.trees = 300, interaction.depth = 2, shrinkage = 1e-04,

cv.folds = 5)

A gradient boosted model with multinomial loss function.

300 iterations were performed.

The best cross-validation iteration was 300.

There were 7 predictors of which 7 had non-zero influence.

var rel.inf

t.first\_browser t.first\_browser 60.02333240

t.sum\_secs\_elapsed t.sum\_secs\_elapsed 31.99419557

t.affiliate\_channel t.affiliate\_channel 3.08398431

t.signup\_app t.signup\_app 2.64685998

t.first\_affiliate\_tracked t.first\_affiliate\_tracked 2.10491702

t.counts t.counts 0.08296512

t.signup\_flow t.signup\_flow 0.06374562

Training accuracy: 0.5836496

Testing accuracy: 0.5827692