

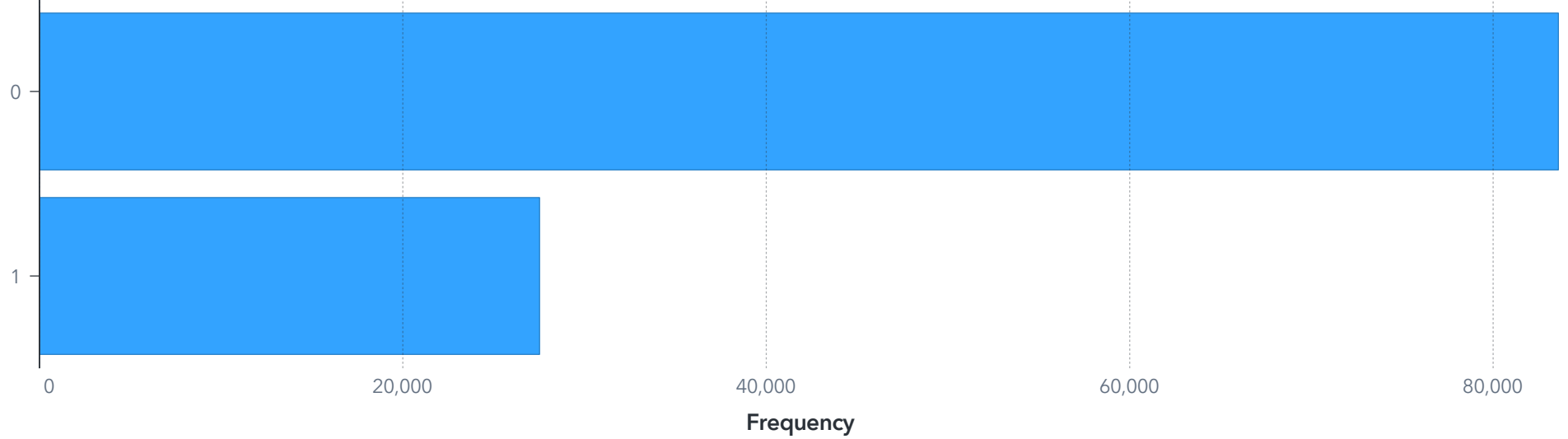
BIG_ORGANICS_en

Creation Date: Wednesday, 24 March 2021 14:40:36

Author: safa.el-azrak@edu.dsti.institute

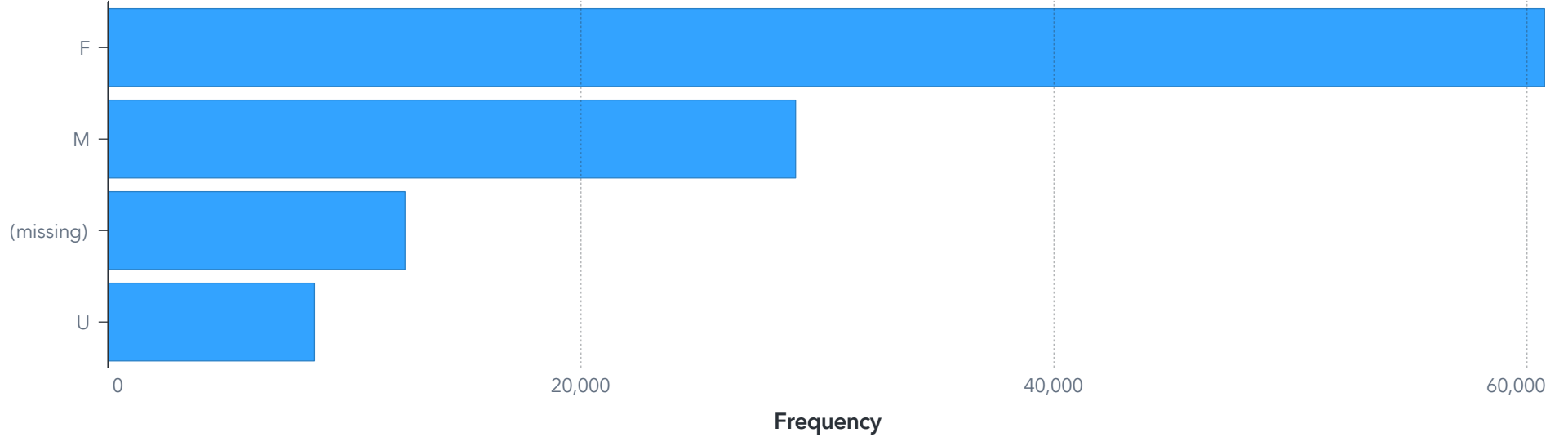
Frequency of Organics Purchase Indicator

Organics Purchase Indicator



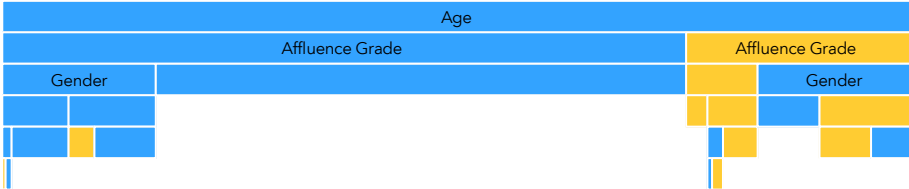
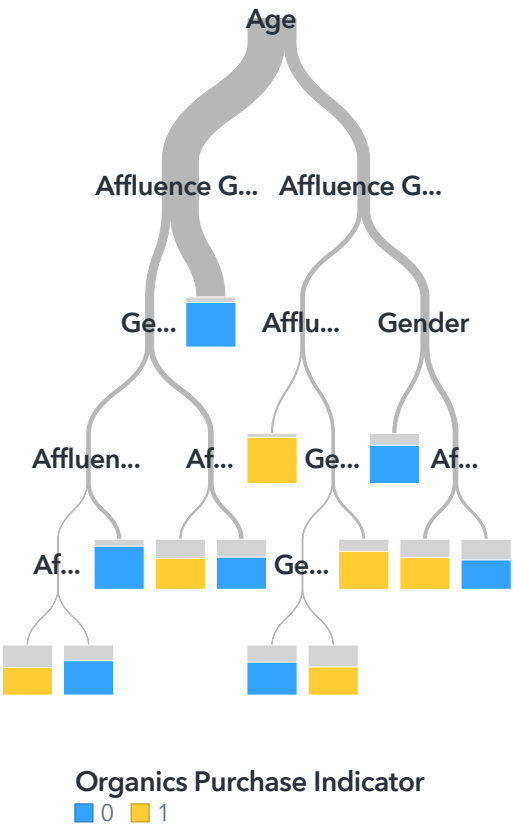
Frequency of Gender

Gender

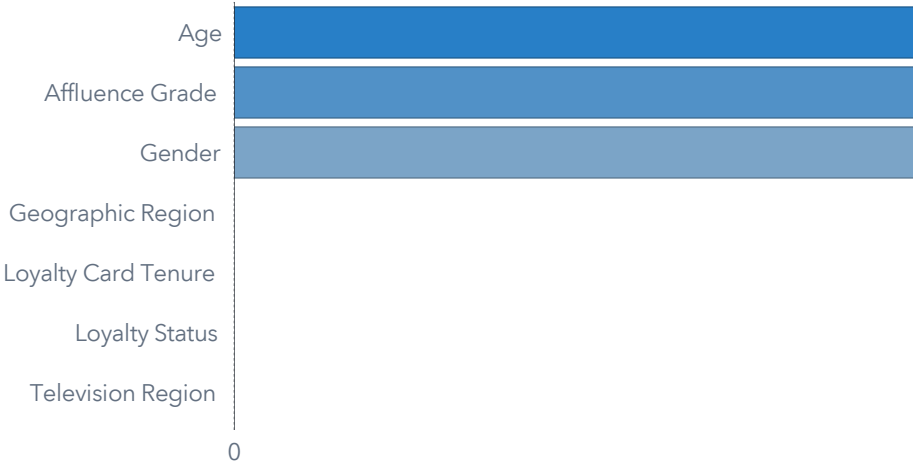


Decision Tree **Organics Purchase Indicator** (event=1) KS (Youden) **0.4707** Observations Used **111,115**

Tree

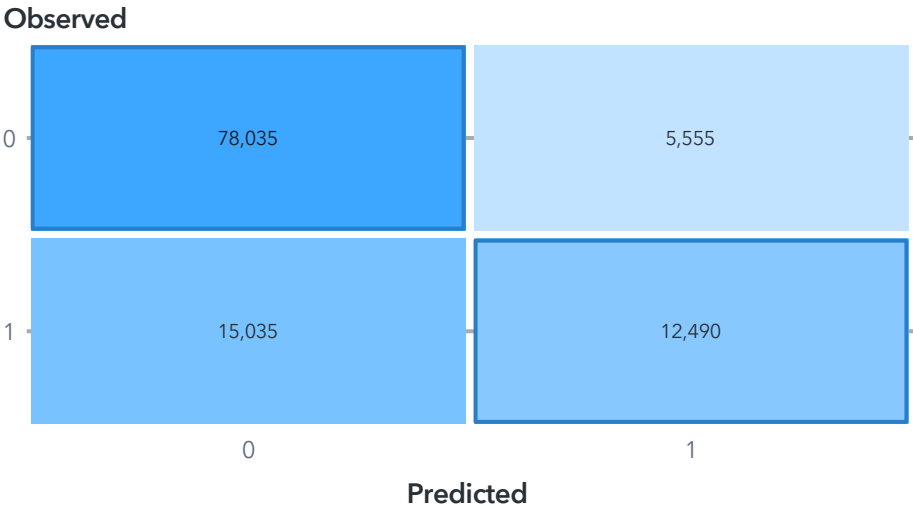


Variable Importance



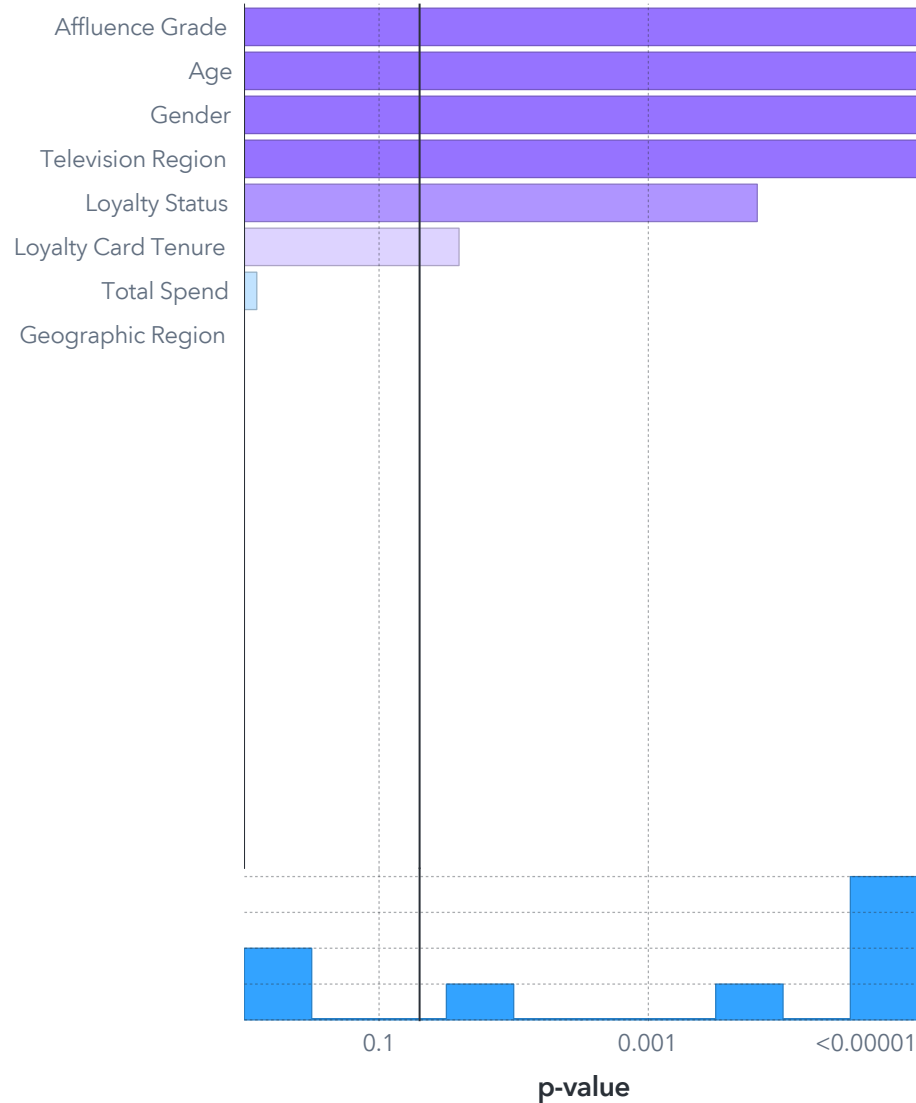
Importance

Confusion Matrix

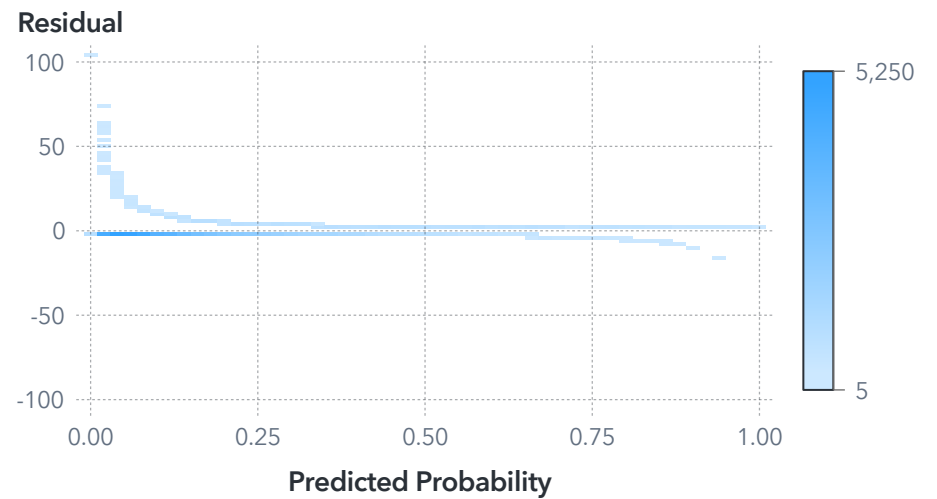


Logistic Regression **Organics Purchase Indicator** (event=1) KS (Youden) **0.4561** Observations Used **84,555** Unused **26,560**

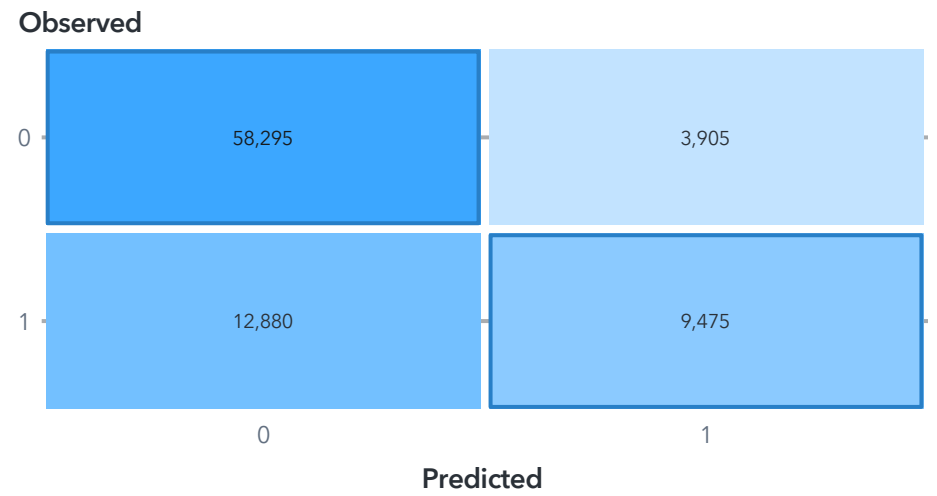
Fit Summary



Residual Plot

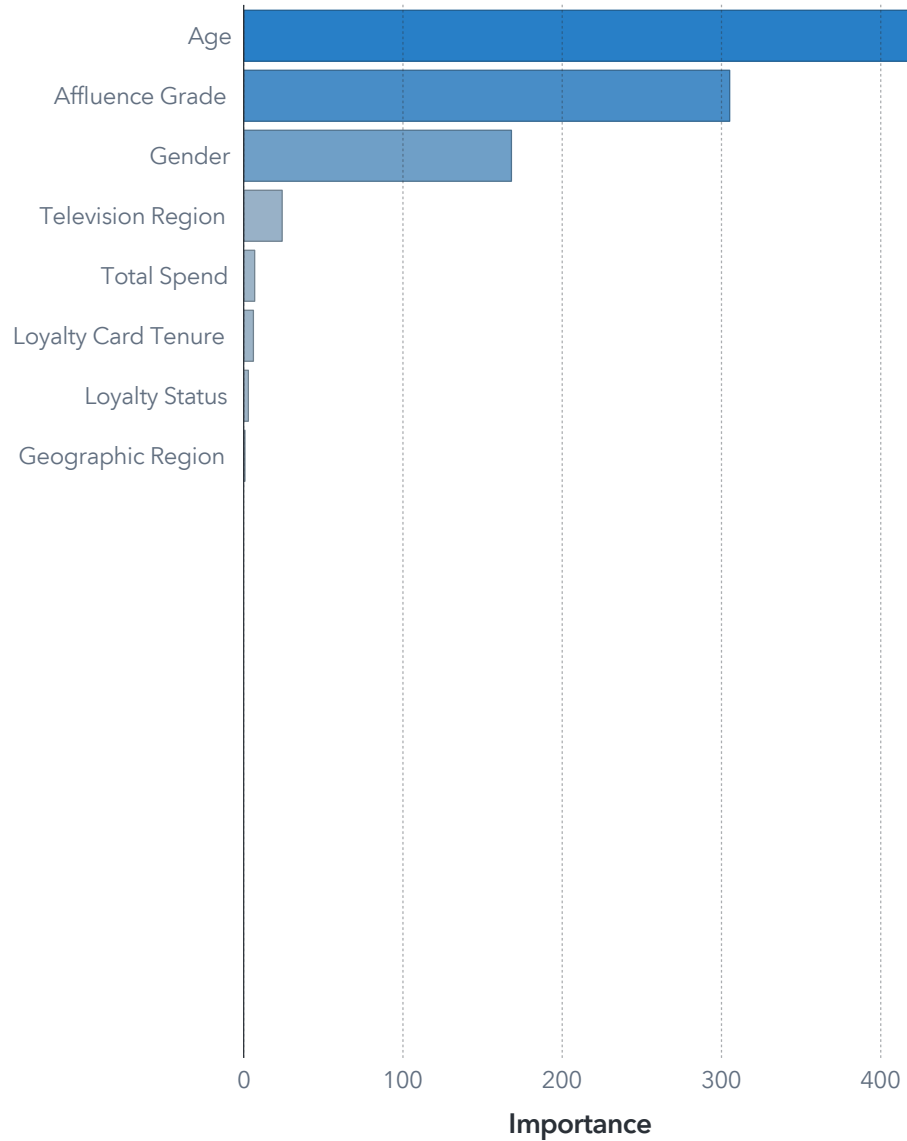


Confusion Matrix

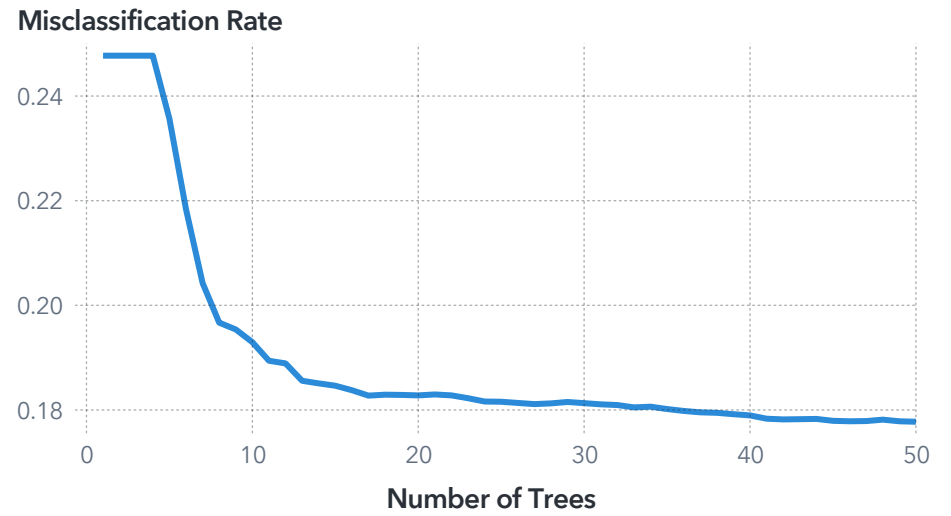


Gradient Boosting **Organics Purchase Indicator** (event=1) KS (Youden) **0.5126** Observations Used **111,115**

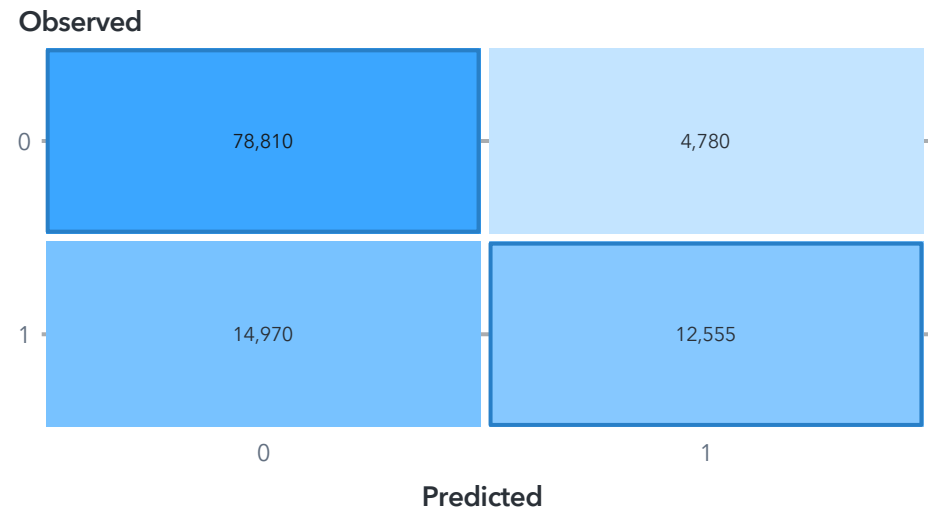
Variable Importance



Iteration Plot

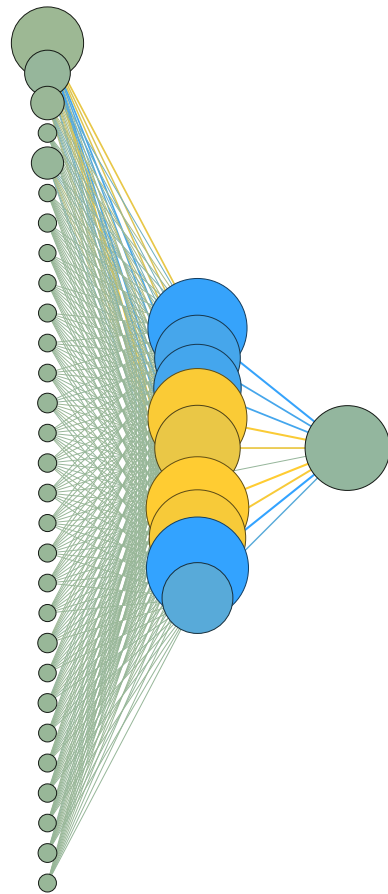


Confusion Matrix



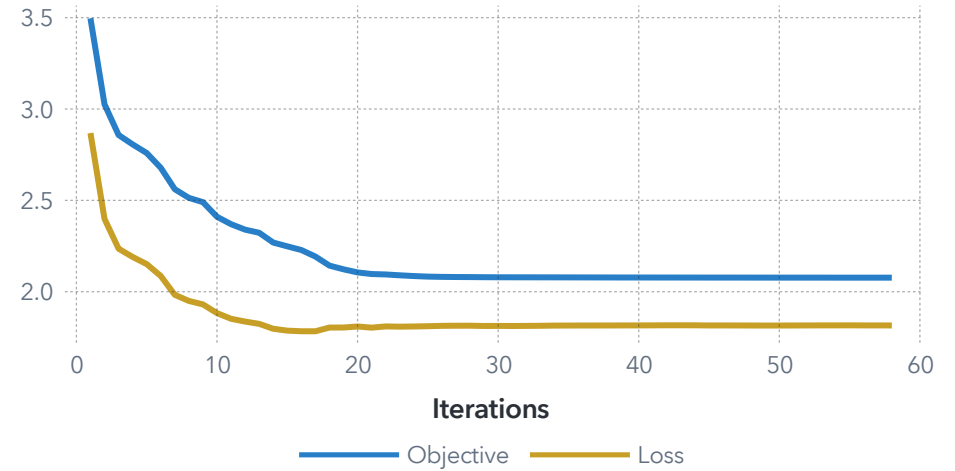
Neural Network **Organics Purchase Indicator** (event=1) KS (Youden) **0.4550** Observations Used **84,555** Unused **26,560**

Network



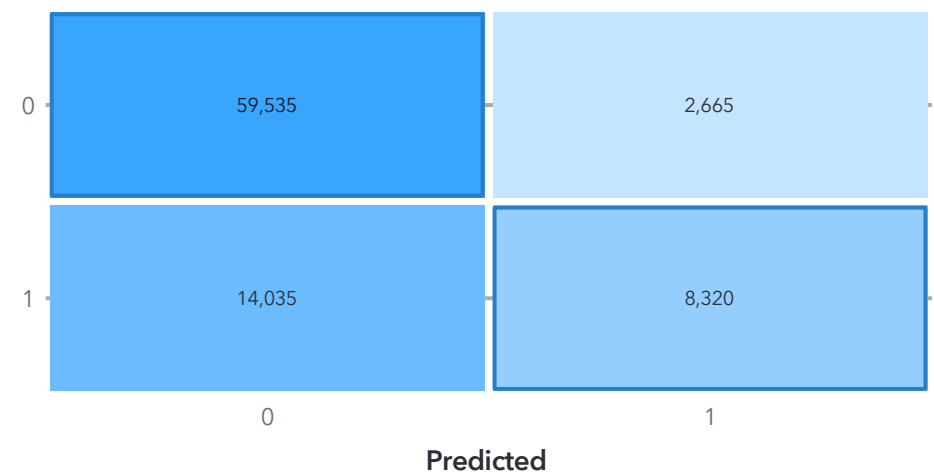
Iteration Plot

Objective / Loss

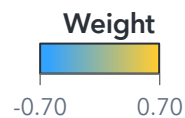


Confusion Matrix

Observed



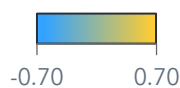
Neuron Absolute Average



Neuro...



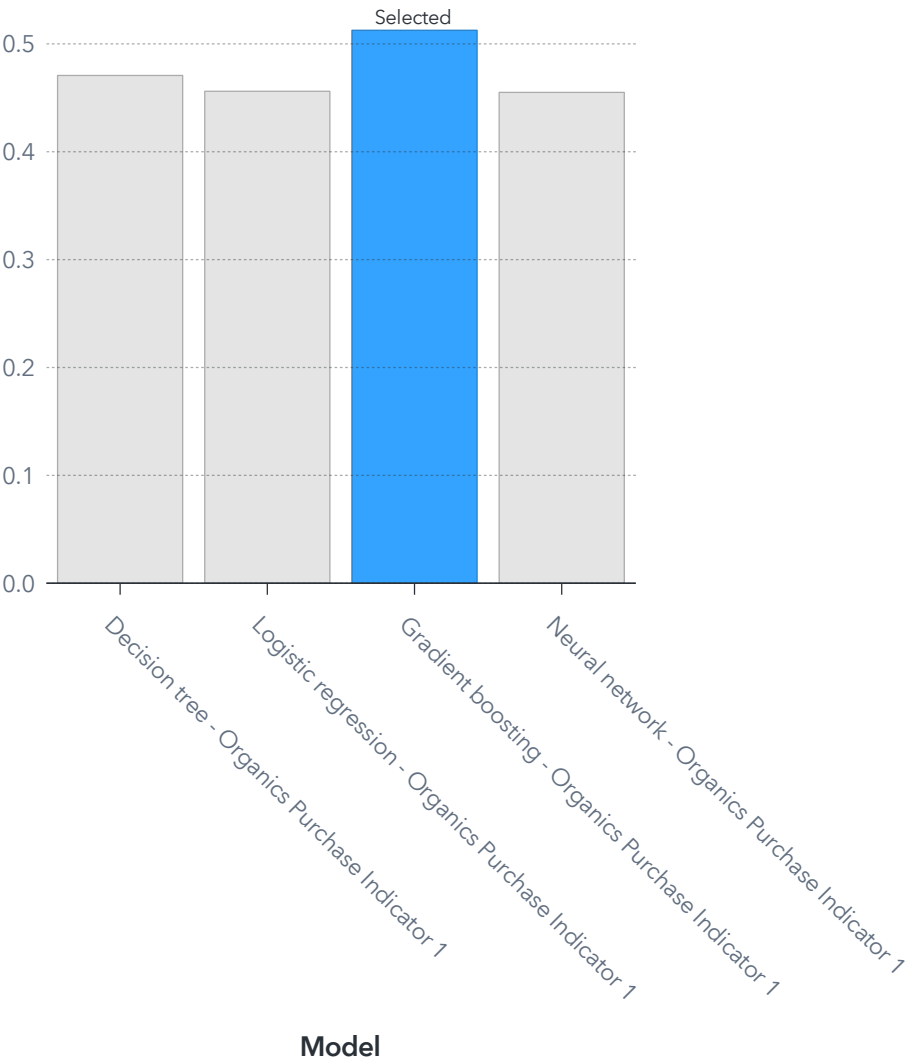
Link Absolute



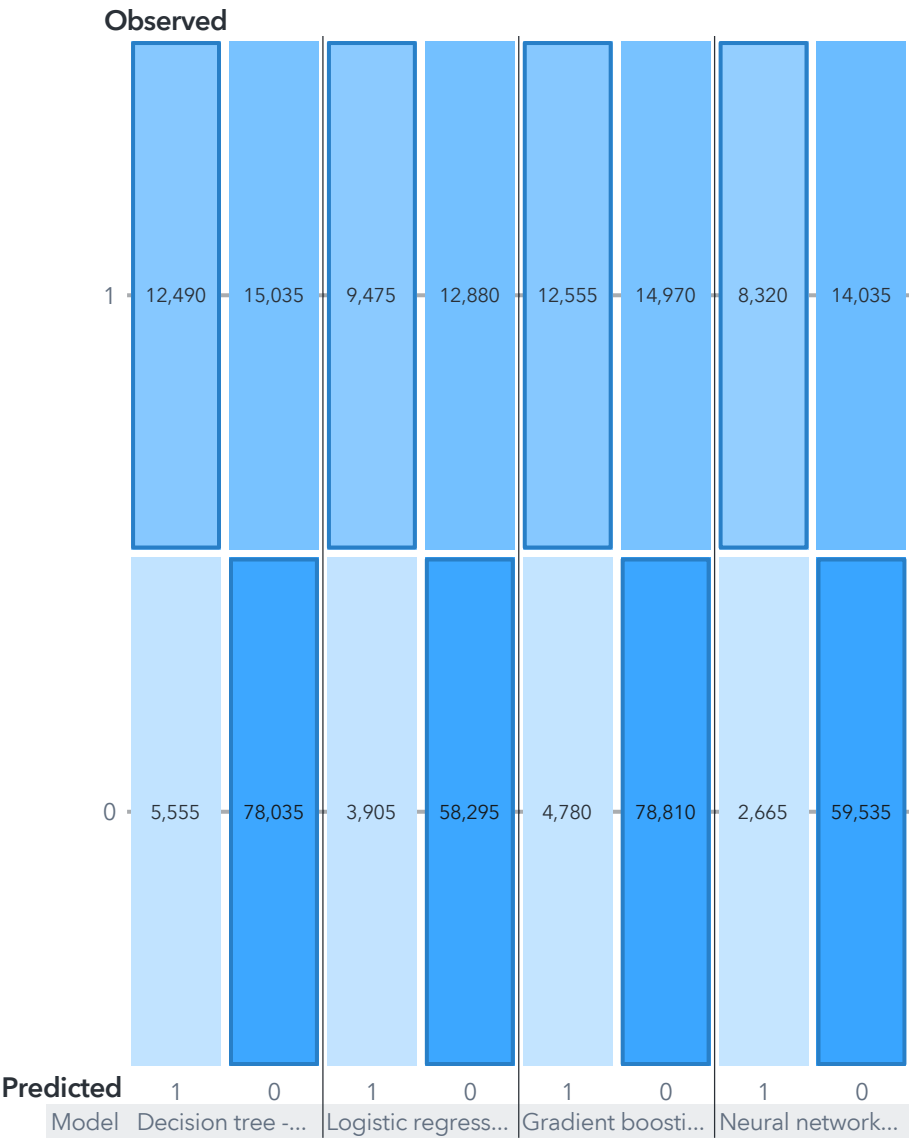
Link

Model Comparison **Organics Purchase Indicator** (event=1)

Fit Statistic
KS (Youden)



Confusion Matrix



Appendix

A1.1 Fit Statistic

Warnings: Number of observations for all models do not match.