

Bank Marketing

Obs	age	job	marital	education	default	balance	housing	loan	contact	day	month	duration	campaign	pdays	previous	poutcome	y
1	30	unemployed	married	primary	no	1787	no	no	cellular	19	oct	79	1	-1	0	unknown	no
2	33	services	married	secondary	no	4789	yes	yes	cellular	11	may	220	1	339	4	failure	no
3	35	management	single	tertiary	no	1350	yes	no	cellular	16	apr	185	1	330	1	failure	no
4	30	management	married	tertiary	no	1476	yes	yes	unknown	3	jun	199	4	-1	0	unknown	no
5	59	blue-collar	married	secondary	no	0	yes	no	unknown	5	may	226	1	-1	0	unknown	no
6	35	management	single	tertiary	no	747	no	no	cellular	23	feb	141	2	176	3	failure	no
7	36	self-employed	married	tertiary	no	307	yes	no	cellular	14	may	341	1	330	2	other	no
8	39	technician	married	secondary	no	147	yes	no	cellular	6	may	151	2	-1	0	unknown	no
9	41	entrepreneur	married	tertiary	no	221	yes	no	unknown	14	may	57	2	-1	0	unknown	no
10	43	services	married	primary	no	-88	yes	yes	cellular	17	apr	313	1	147	2	failure	no

Bank Marketing

The CONTENTS Procedure

Data Set Name	WORK.BANK_MARKETING	Observations	4521
Member Type	DATA	Variables	17
Engine	V9	Indexes	0
Created	04/10/2022 23:51:43	Observation Length	136
Last Modified	04/10/2022 23:51:43	Deleted Observations	0
Protection		Compressed	NO
Data Set Type		Sorted	NO
Label			
Data Representation	WINDOWS_64		
Encoding	wlatin1 Western (Windows)		

Engine/Host Dependent Information	
Data Set Page Size	65536
Number of Data Set Pages	10
First Data Page	1
Max Obs per Page	481
Obs in First Data Page	461
Number of Data Set Repairs	0
ExtendObsCounter	YES
Filename	C:\Users\pime\AppData\Local\Temp\SAS Temporary Files_TD18592_BigDataW22-12_\bank_marketing.sas7bdat
Release Created	9.0401M5
Host Created	X64_SRV16
Owner Name	RUAD\pime
File Size	704KB
File Size (bytes)	720896

Alphabetic List of Variables and Attributes					
#	Variable	Type	Len	Format	Informat
1	age	Num	8	BEST12.	BEST32.
6	balance	Num	8	BEST12.	BEST32.
13	campaign	Num	8	BEST12.	BEST32.
9	contact	Char	10	\$10.	\$10.
10	day	Num	8	BEST12.	BEST32.
5	default	Char	4	\$4.	\$4.
12	duration	Num	8	BEST12.	BEST32.
4	education	Char	11	\$11.	\$11.
7	housing	Char	5	\$5.	\$5.
2	job	Char	15	\$15.	\$15.
8	loan	Char	5	\$5.	\$5.
3	marital	Char	9	\$9.	\$9.
11	month	Char	5	\$5.	\$5.
14	pdays	Num	8	BEST12.	BEST32.
16	poutcome	Char	9	\$9.	\$9.
15	previous	Num	8	BEST12.	BEST32.
17	y	Char	5	\$5.	\$5.

Bank Marketing

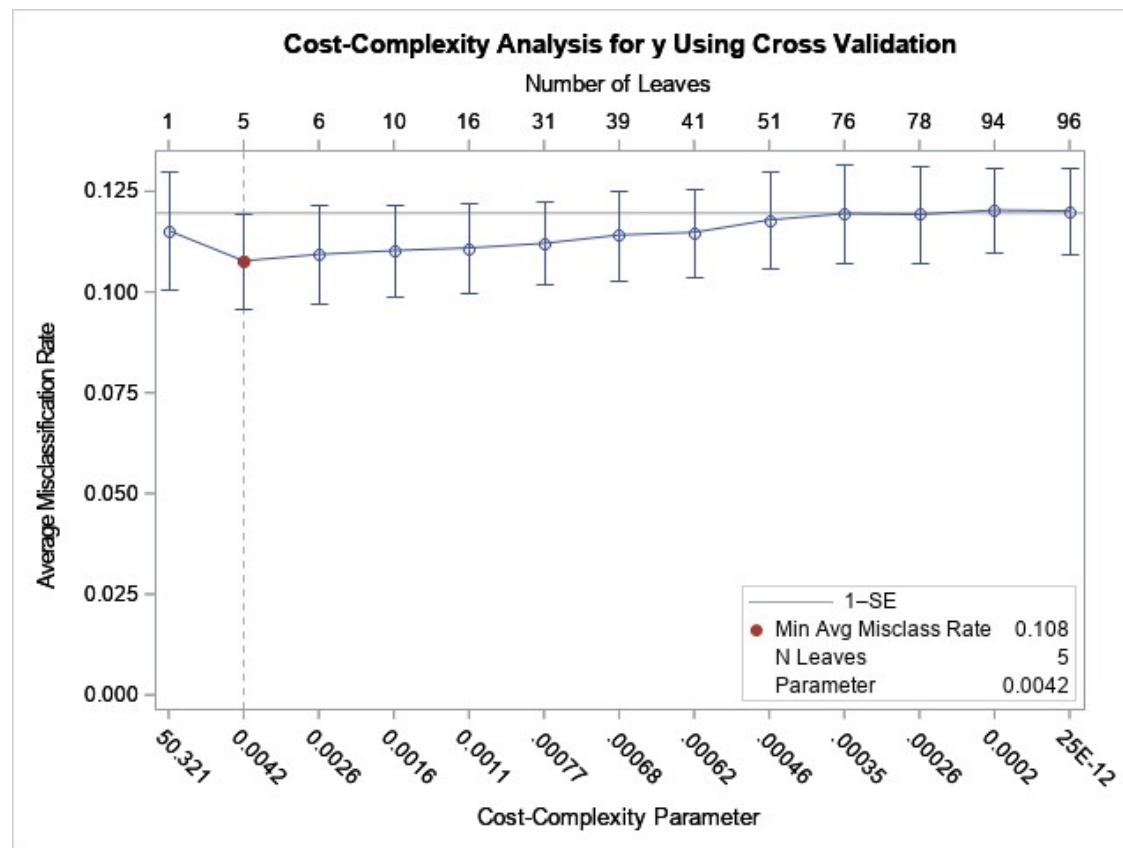
The HPSPLIT Procedure

Performance Information	
Execution Mode	Single-Machine
Number of Threads	2

Data Access Information			
Data	Engine	Role	Path
WORK.BANK_MARKETING	V9	Input	On Client

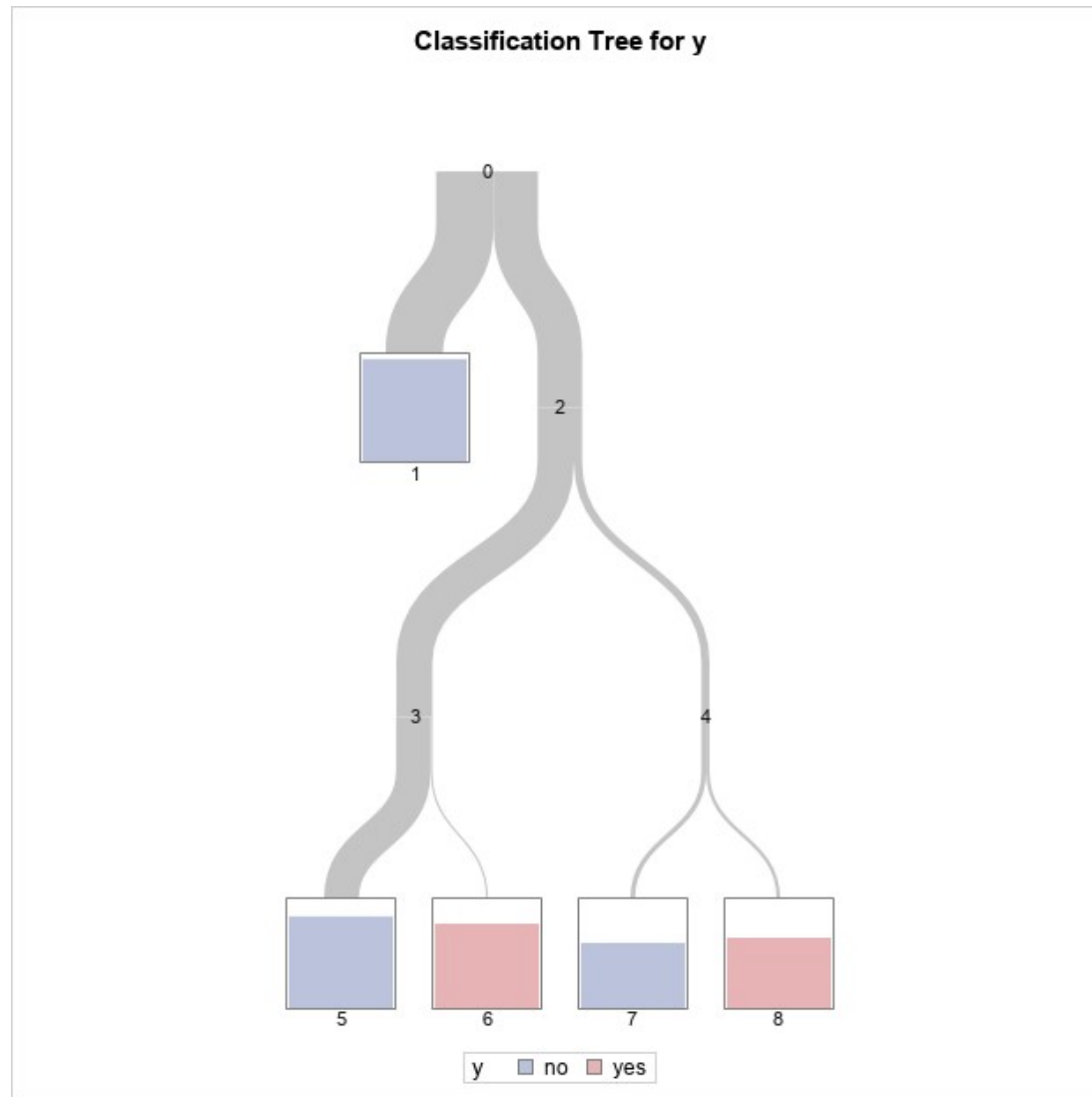
Model Information	
Split Criterion Used	Entropy
Pruning Method	Cost-Complexity
Subtree Evaluation Criterion	Cost-Complexity
Number of Branches	2
Maximum Tree Depth Requested	10
Maximum Tree Depth Achieved	10
Tree Depth	3
Number of Leaves Before Pruning	110
Number of Leaves After Pruning	5
Model Event Level	no

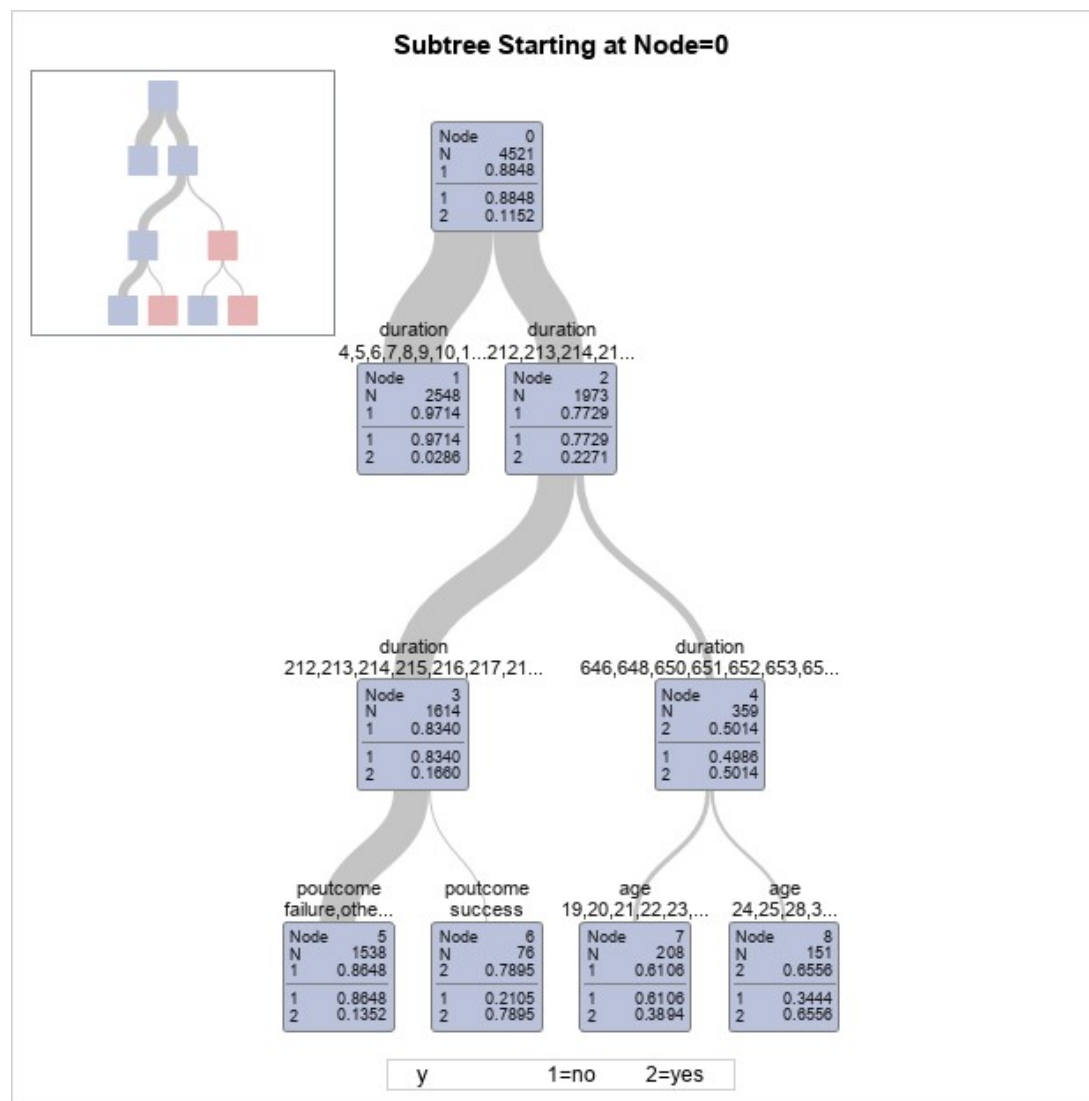
Number of Observations Read	4521
Number of Observations Used	4521

Bank Marketing**The HPSPLIT Procedure**

Bank Marketing

The HPSPLIT Procedure

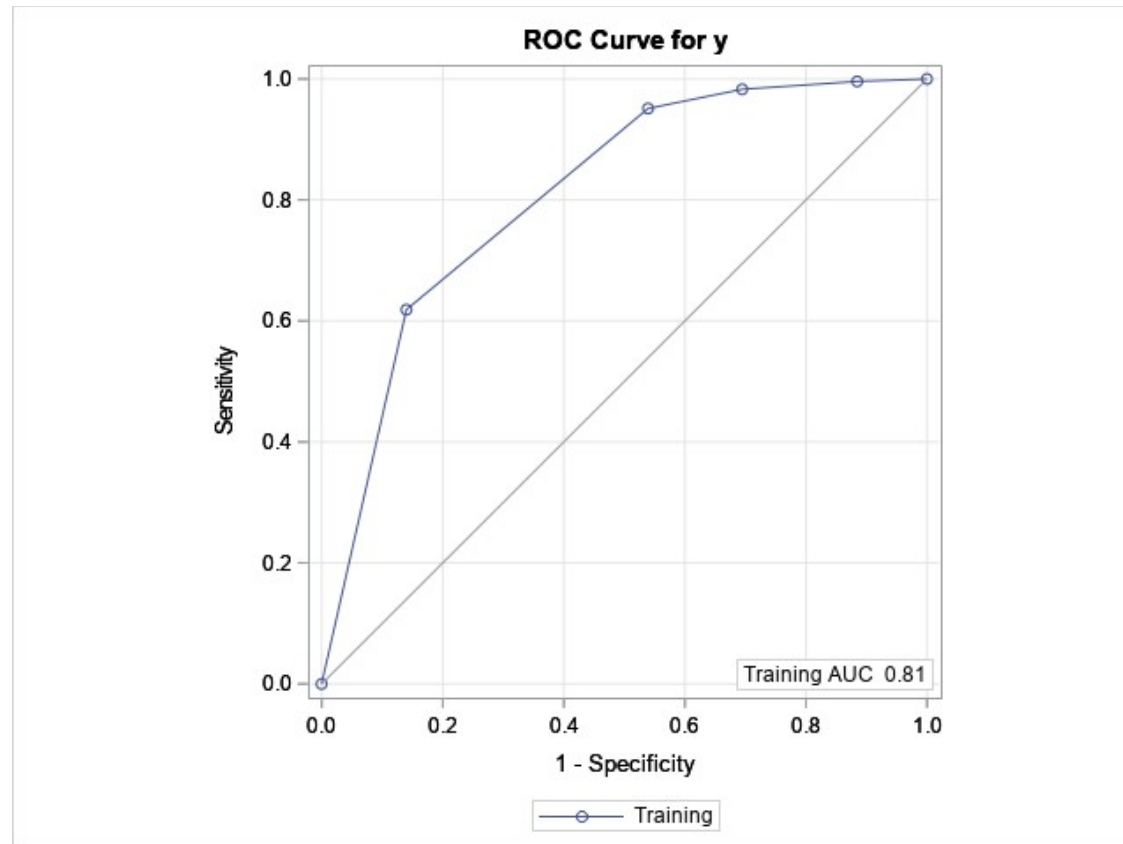




Bank Marketing**The HPSPLIT Procedure**

Model-Based Confusion Matrix			
Actual	Predicted		Error Rate
	no	yes	
no	3932	68	0.0170
yes	362	159	0.6948

Model-Based Fit Statistics for Selected Tree								
N Leaves	ASE	Mis-class	Sensitivity	Specificity	Entropy	Gini	RSS	AUC
5	0.0767	0.0951	0.9830	0.3052	0.3881	0.1535	693.9	0.8101



Variable Importance			
Variable	Training		Count
	Relative	Importance	
duration	1.0000	12.3938	2
poutcome	0.6353	7.8737	1
age	0.2841	3.5213	1