

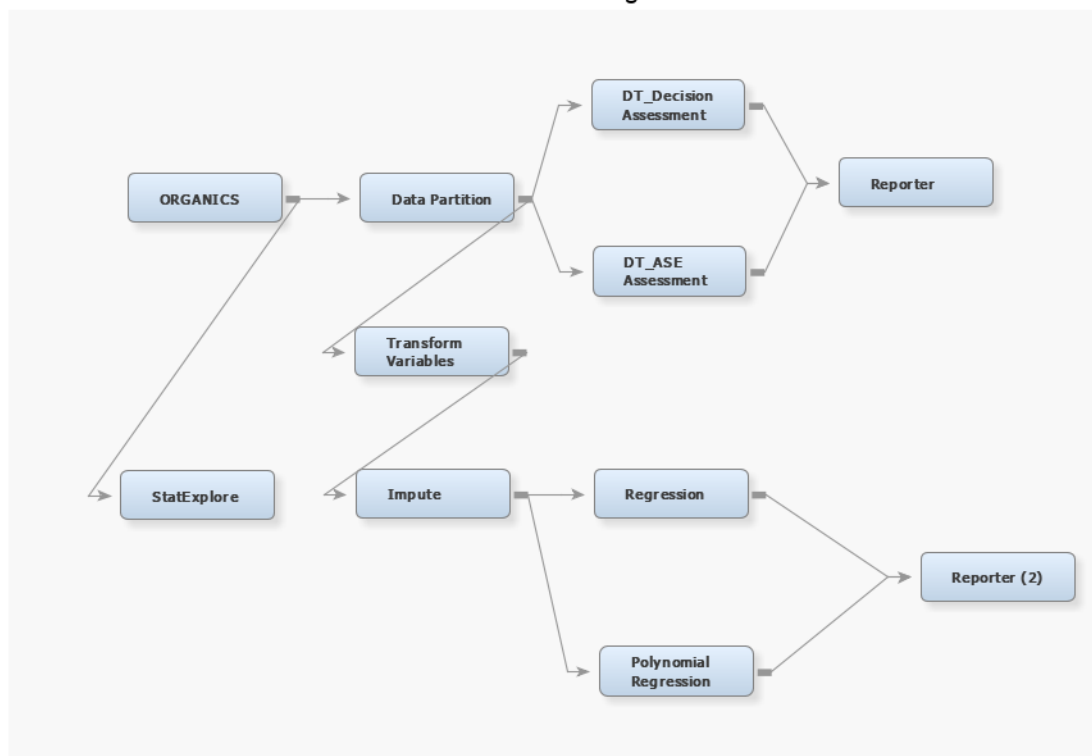
SAS Enterprise Miner Report

User = u59378098
Date = 15:29:01 October 01
Project = Assignment1
Diagram = Organics

Start Node = Report2
Node label = Reporter (2)
Nodes = ALL
Showall = N

Format = PDF
Style = LISTING

SAS Enterprise Miner Report Process Flow Diagram



SAS Enterprise Miner Report

Node=ORGANICS
Summary

Node id = Ids
Node label = ORGANICS
Meta path = Ids
Notes =

Node=ORGANICS
Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	DataSource		DsCreatedBy	u59378098		NBytes	2229248	.
ApplyIntervalLevelLowerLimit	Y		DsId	organics		NCols	13	.
ApplyMaxClassLevels	Y		DsModifiedBy	u59378098		NObs	22223	.
ApplyMaxPercentMissing	Y		DsModifyDate	1947768995.5		NewTable		
CMeta	WORK.M0ATBO6B		DsSampleName			NewVariableRole	REJECT	
ComputeStatistics	N		DsSampleSize			OutputType	VIEW	
DBPassThrough	Y		DsSampleSizeType			Role	RAW	TRAIN
Data	AAEM.ORGANICS		DsScope	LOCAL		Sample	D	
DataSelection	DATASOURCE		IdentifyEmptyColumns	Y		SampleSizeObs	10000	
DataSource	organics		IntervalLowerLimit	20		SampleSizePercent	20	
DataSourceRole	RAW		Library	AAEM		SampleSizeType	PERCENT	
Description			MaxClassLevels	20		Scope	LOCAL	
DropMapVariables	Y		MaxPercentMissing	50		Segment		
DsCreateDate	1947768995.5		MetaAdvisor	BASIC		Table	ORGANICS	

Node=ORGANICS
Data Attributes

Attribute	Value	Attribute	Value	Attribute	Value
Data Name	ORGANICS	Date Created	02Apr2012:18:02:36	Data Size	2229248
Data Type	DATA	Date Modified	02Apr2012:18:02:36	Role	RAW
Data Label		Number Rows	22223	Segment	
Engine	BASE	Number Columns	13	Data Library	AAEM

Node=ORGANICS
Variables List

Name	Label	Role	Level	Type	Length	Format	Creator
DemAffl	Affluence Grade	INPUT	INTERVAL	N	8		
DemAge	Age	INPUT	INTERVAL	N	8		
DemCluster	Neighborhood Cluster-55 Level	REJECTED	NOMINAL	C	2		
DemClusterGroup	Neighborhood Cluster-7 Level	INPUT	NOMINAL	C	1		
DemGender	Gender	INPUT	NOMINAL	C	1		
DemReg	Geographic Region	INPUT	NOMINAL	C	10		
DemTVReg	Television Region	INPUT	NOMINAL	C	12		
ID	Customer Loyalty ID	ID	NOMINAL	C	10		
PromClass	Loyalty Status	INPUT	NOMINAL	C	8		
PromSpend	Total Spend	INPUT	INTERVAL	N	8		
PromTime	Loyalty Card Tenure	INPUT	INTERVAL	N	8		

Name	Label	Role	Level	Type	Length	Format	Creator
TargetAmt	Organics Purchase Count	REJECTED	INTERVAL	N	8		
TargetBuy	Organics Purchase Indicator	TARGET	BINARY	N	8		

SAS Enterprise Miner Report

Node=StatExplore Summary

Node id = Stat
Node label = StatExplore
Meta path = Ids => Stat
Notes =

Node=StatExplore Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	StatExplore		Correlation	Y		NObs	100000	1000000
BySegment	N	Y	DropRejected	Y		Pearson	Y	
ChiSquare	Y		HideVariable	Y		Spearman	N	
ChiSquareInterval	N		IntervalDistribution	Y		UseScore	N	
ChiSquareIntervalNBins	5		LevelSummary	Y		UseTest	N	
ClassDistribution	Y		MaximumVars	1000		UseValidate	N	

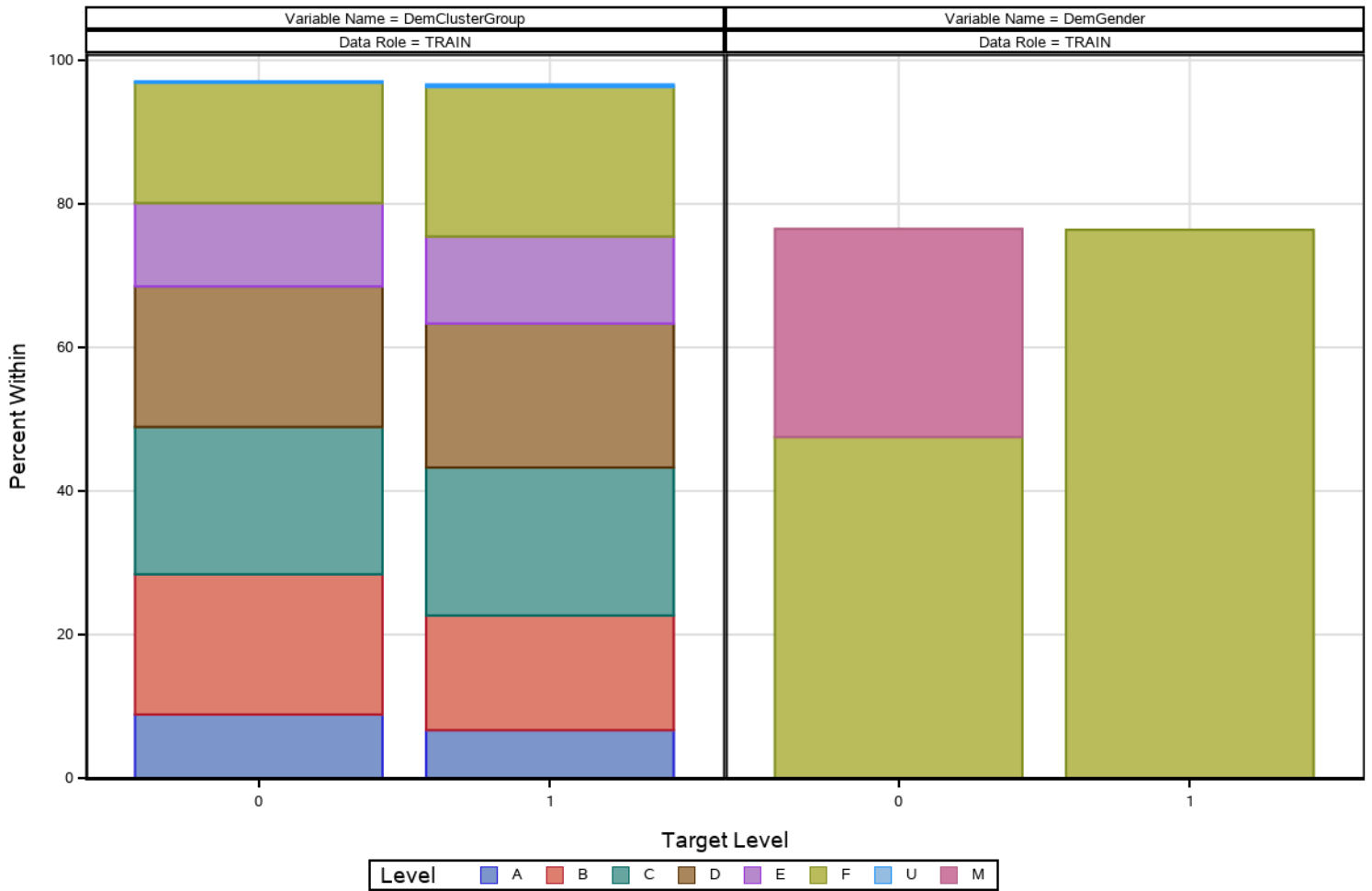
Node=StatExplore Variable Summary

Role	Level	Frequency Count	Name
INPUT	INTERVAL	4	DemAffl DemAge PromSpend PromTime
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass

Target	Variable	Importance	Worth	Analysis Variable	Label	plot
TargetBuy	DemAge	1	0.052850	1	Age	.
TargetBuy	DemAffl	2	0.045330	1	Affluence Grade	.
TargetBuy	DemGender	3	0.025615	1	Gender	.
TargetBuy	PromSpend	4	0.005229	1	Total Spend	.
TargetBuy	PromClass	5	0.004298	1	Loyalty Status	.
TargetBuy	PromTime	6	0.001680	1	Loyalty Card Tenure	.
TargetBuy	DemClusterGroup	7	0.001183	1	Neighborhood Cluster-7 Level	.
TargetBuy	DemTVReg	8	0.000605	1	Television Region	.
TargetBuy	DemReg	9	0.000270	1	Geographic Region	.

Data Role	Segment	Segment Id	Segment Name:Value	Target	Input	Cramer's V	Prob	Chi-Square	Df	Role	Label	Ordered Inputs	Group	Plot
TRAIN			_OVERALL_	TargetBuy	DemGender	0.25975	<.0001	1499.3755	3	INPUT	Gender	1	1	1
TRAIN			_OVERALL_	TargetBuy	PromClass	0.11247	<.0001	281.1281	3	INPUT	Loyalty Status	2	2	1
TRAIN			_OVERALL_	TargetBuy	DemClusterGroup	0.06632	<.0001	97.7389	7	INPUT	Neighborhood Cluster-7 Level	3	3	1
TRAIN			_OVERALL_	TargetBuy	DemTVReg	0.03260	0.0348	23.6238	13	INPUT	Television Region	4	4	1
TRAIN			_OVERALL_	TargetBuy	DemReg	0.02001	0.1134	8.8937	5	INPUT	Geographic Region	5	5	1

SAS Enterprise Miner Report
Node=StatExplore
Class Variables
TARGET='TargetBuy' and PLOT=1



SAS Enterprise Miner Report

Node=Data Partition
Summary

Node id = Part
Node label = Data Partition
Meta path = Ids => Part
Notes =

Node=Data Partition
Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Partition		Method	DEFAULT		TestPct	0	30
ClassDistribution	Y		OutputType	DATA		TrainPct	50	40
IntervalDistribution	Y		RandomSeed	12345		ValidatePct	50	30

Node=Data Partition
Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
REJECTED	INTERVAL	1	TargetAmt
REJECTED	NOMINAL	1	DemCluster
INPUT	INTERVAL	4	DemAffl DemAge PromSpend PromTime
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass
ID	NOMINAL	1	ID

SAS Enterprise Miner Report

Node=DT_Decision Assessment Summary

Node id = Tree
Node label = DT_Decision Assessment
Meta path = Ids => Part => Tree
Notes =

Node=DT_Decision Assessment Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	DecisionTree		Kass	Y		Pred	N	
AVG	Y		KassApply	BEFORE		Predict	Y	
AssessMeasure	PROFIT/LOSS		LeafSize	5		ProfitLoss	NONE	
AssessPercentage	0.25		Leafid	Y		RASE	N	
CV	N		Maxbranch	2		SampleMethod	RANDOM	
CVNlter	10		Maxdepth	6		SampleSeed	12345	
CVRepeat	1		MinCatSize	5		SampleSize	10000	
CVSeed	12345		MissingValue	USEINSEARCH		ShowNodeId	Y	
ClassColorBy	PERCENTCORRECT		NSubtree	1		ShowValid	Y	
Count	Y		NodeRole	SEGMENT		SigLevel	0.2	
CreateSample	DEFAULT		NodeSample	20000		SplitPrecision	4	
Criterion	DEFAULT		NominalCriterion	PROBCHISQ		Splitsize	.	
Depth	Y		Nrules	5		Subtree	ASSESSMENT	
Dummy	N		Nsurrs	0		Target	ALL	
Exhaustive	5000		NumInputs	1		ToolType	MODEL	
Freeze	N		NumSingleImp	5		TrainMode	BATCH	
ImportModel	N		ObsImportance	N		UseDecision	N	
ImportedTreeData			OrdinalCriterion	ENTROPY		UseMultipleTarget	N	
Inputs	N		PercentCorrect	N		UsePriors	N	
IntColorBy	AVG		Performance	DISK		UseVarOnce	N	
IntervalCriterion	PROBF		Precision	4		VarSelection	Y	

Node=DT_Decision Assessment Variable Summary

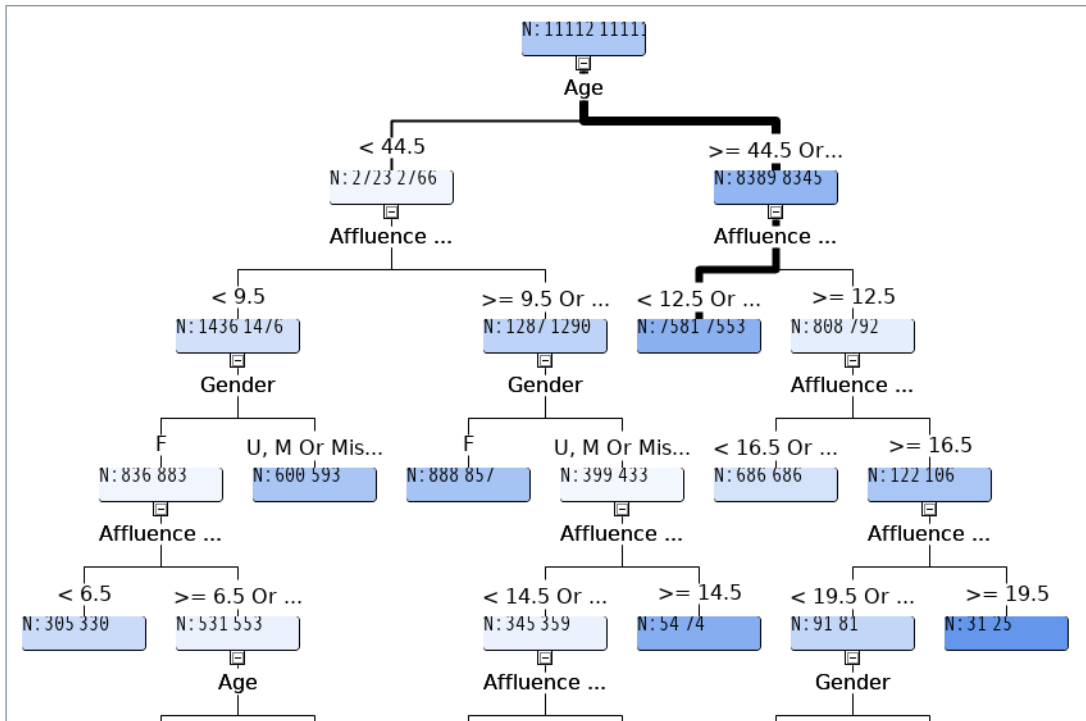
Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
INPUT	INTERVAL	4	DemAffl DemAge PromSpend PromTime
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass
ID	INTERVAL	1	_dataobs_
ID	NOMINAL	1	ID

Node=DT_Decision Assessment Model Fit Statistics

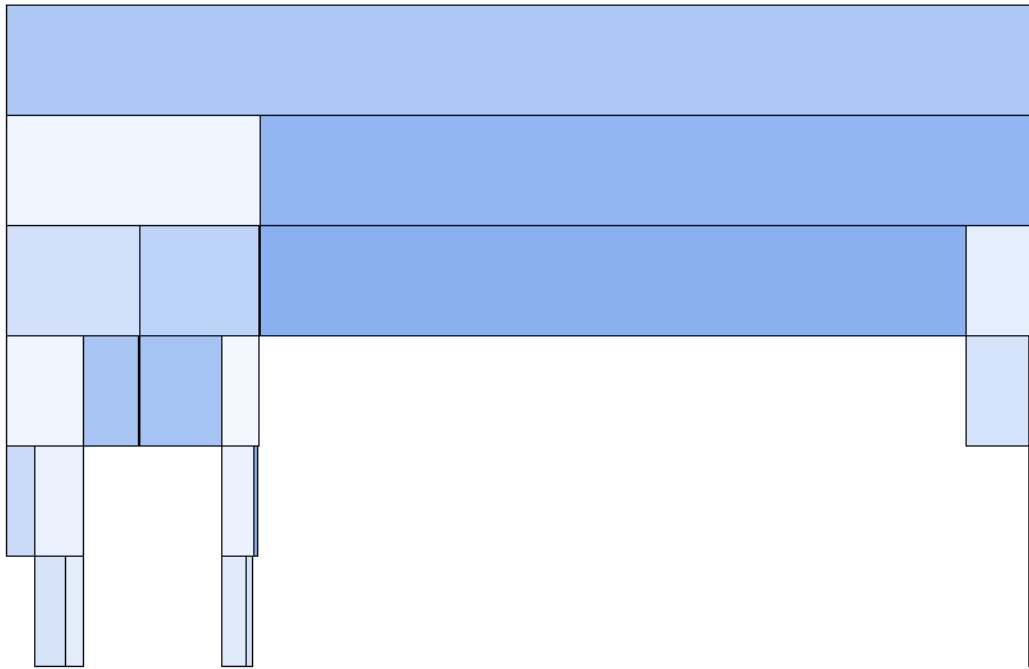
Target=TargetBuy Target Label=Organics Purchase Indicator

Label of Statistic	Train	Validation	Test
Sum of Frequencies	11112.00	11111.00	.
Misclassification Rate	0.19	0.19	.
Maximum Absolute Error	0.89	1.00	.
Sum of Squared Errors	3141.31	3136.11	.
Average Squared Error	0.14	0.14	.
Root Average Squared Error	0.38	0.38	.
Divisor for ASE	22224.00	22222.00	.
Total Degrees of Freedom	11112.00	.	.

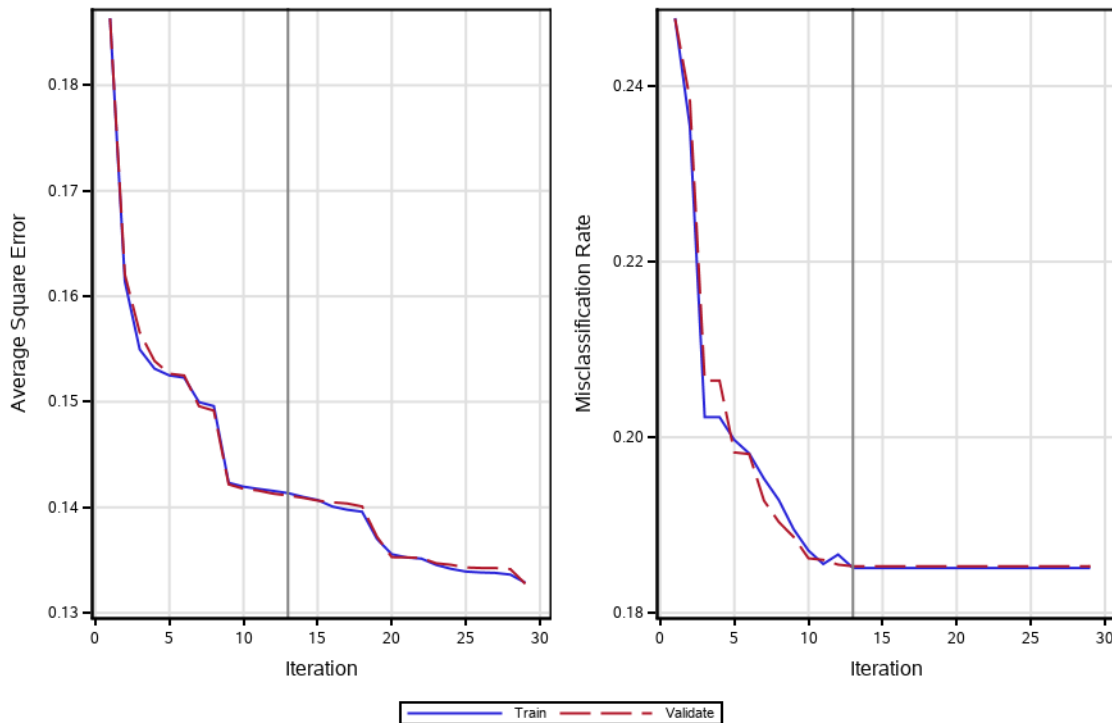
SAS Enterprise Miner Report
Node=DT_Decision Assessment
Tree Diagram

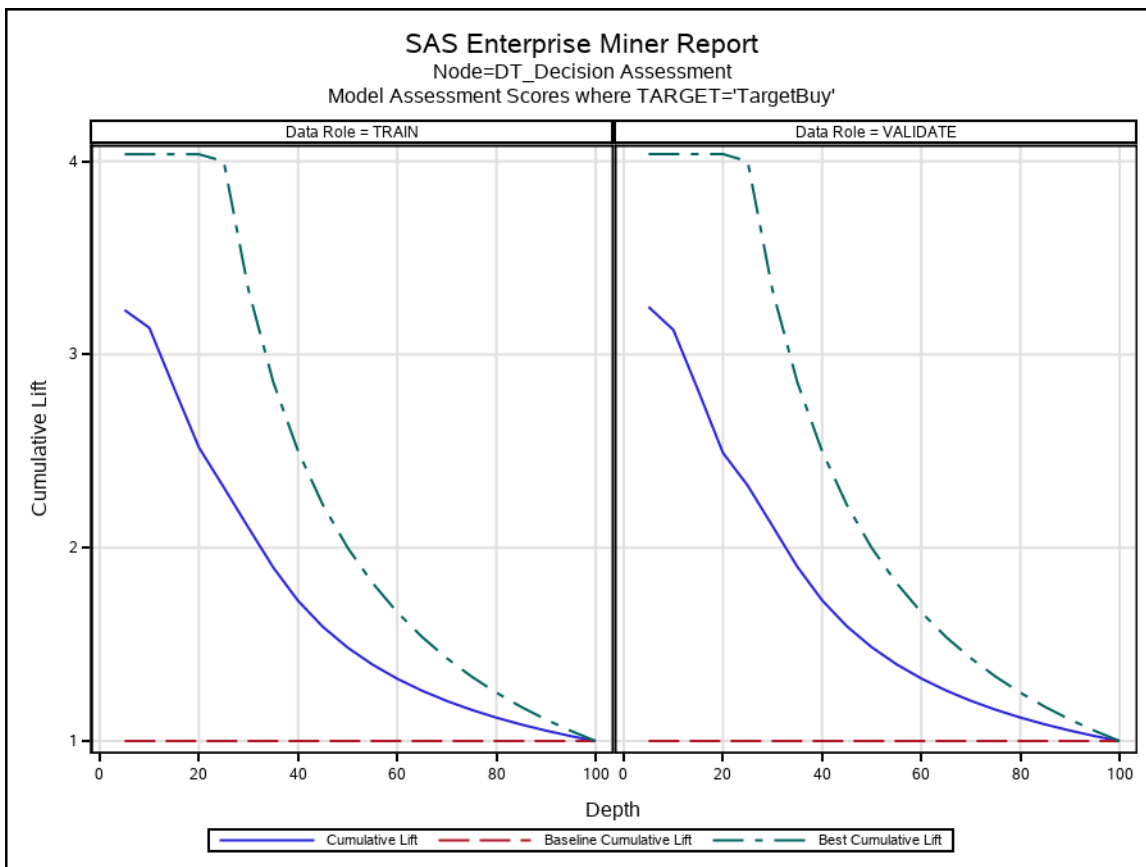
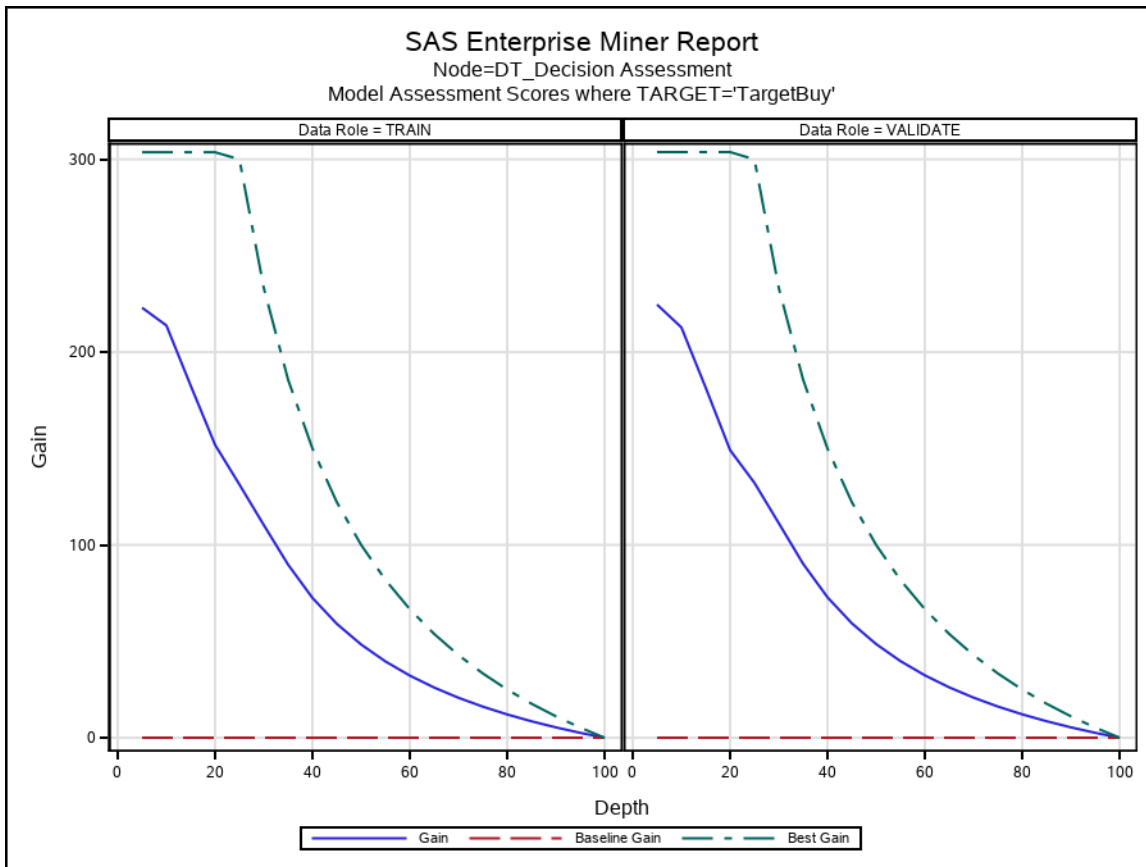


SAS Enterprise Miner Report
Node=DT_Decision Assessment
Treemap

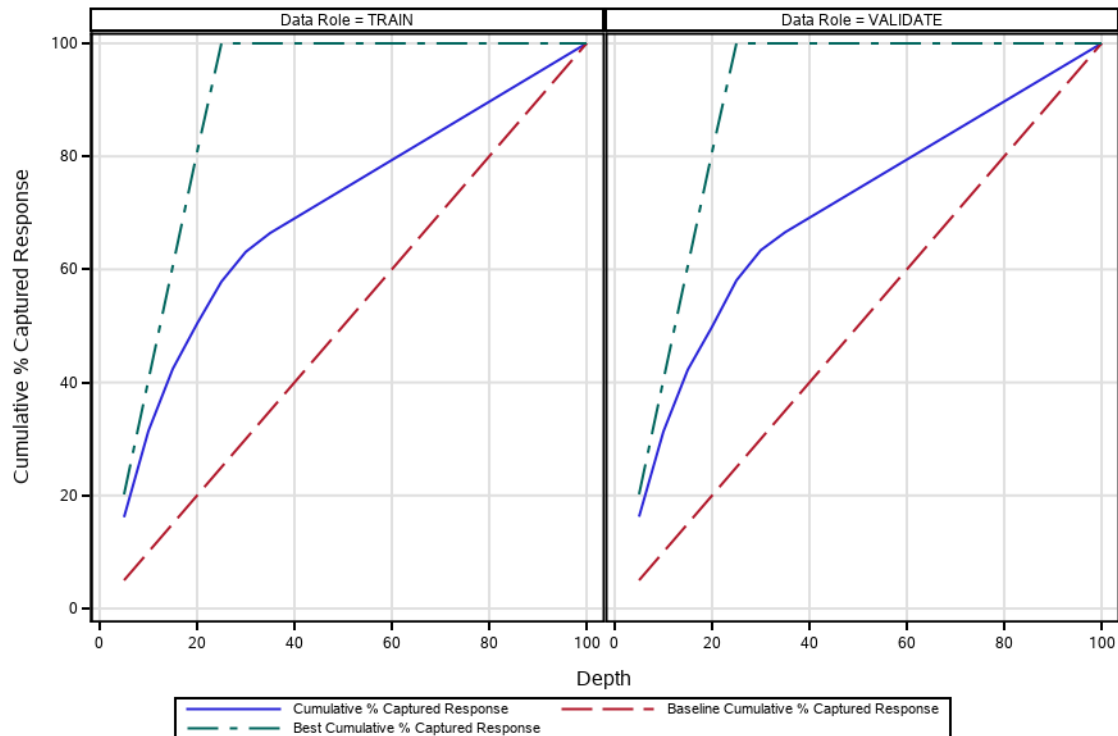


SAS Enterprise Miner Report
Node=DT_Decision Assessment
Model Iteration Plots

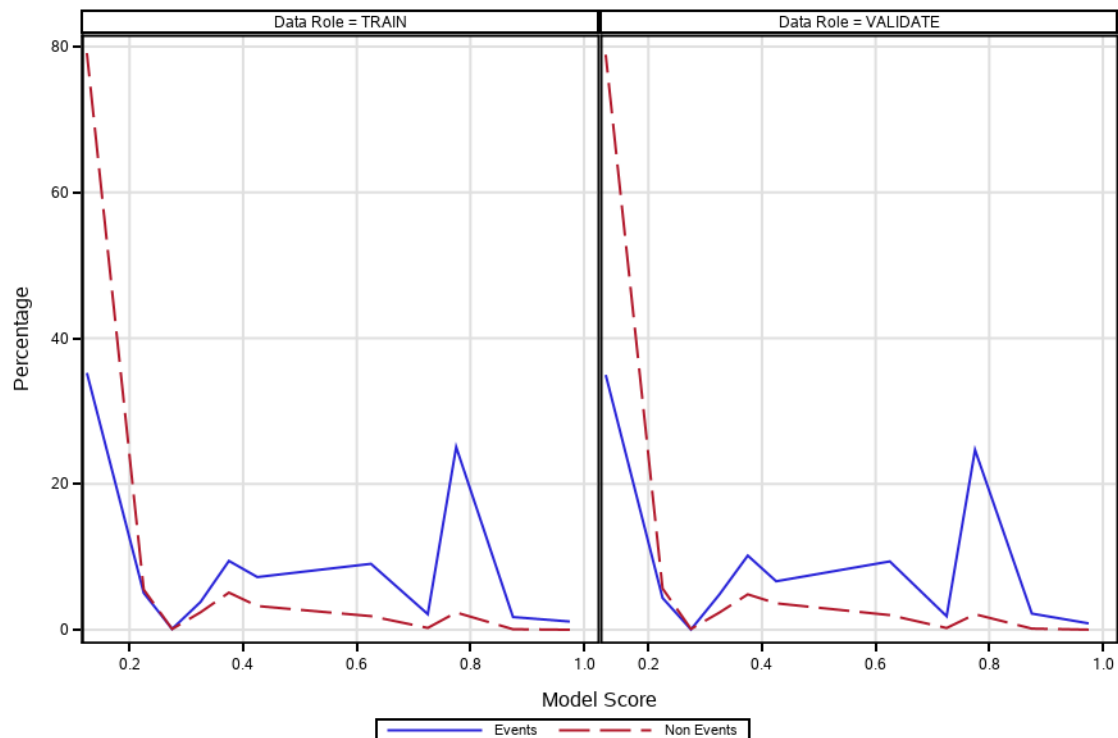




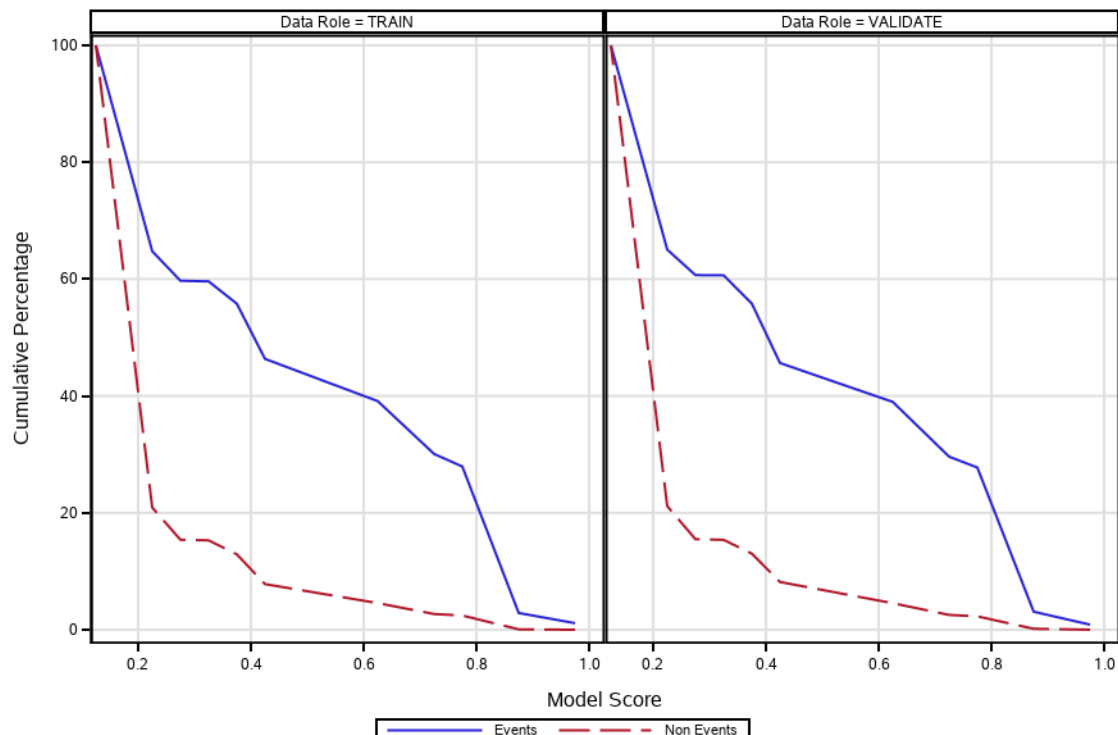
SAS Enterprise Miner Report
Node=DT_Decision Assessment
Model Assessment Scores where TARGET='TargetBuy'



SAS Enterprise Miner Report
Node=DT_Decision Assessment
Score Distributions where TARGET='TargetBuy'



SAS Enterprise Miner Report
Node=DT_Decision Assessment
Score Distributions where TARGET='TargetBuy'



Node=DT_Decision Assessment
Score Distributions

Target Variable=TargetBuy Data Role=TRAIN

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	31	1.1260	0.0000	1.126	0.000
0.85-0.90	48	1.7436	0.0718	2.870	0.072
0.75-0.80	690	25.0636	2.3687	27.933	2.440
0.70-0.75	59	2.1431	0.2512	30.076	2.692
0.60-0.65	249	9.0447	1.8663	39.121	4.558
0.40-0.45	199	7.2285	3.2540	46.349	7.812
0.35-0.40	260	9.4442	5.0963	55.794	12.908
0.30-0.35	105	3.8140	2.3926	59.608	15.301
0.25-0.30	3	0.1090	0.0957	59.717	15.397
0.20-0.25	139	5.0490	5.5150	64.766	20.912
0.10-0.15	970	35.2343	79.0884	100.000	100.000

Target Variable=TargetBuy Data Role=VALIDATE

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	24	0.8721	0.0120	0.872	0.012
0.85-0.90	61	2.2166	0.1555	3.089	0.167
0.75-0.80	679	24.6730	2.1294	27.762	2.297
0.70-0.75	51	1.8532	0.2393	29.615	2.536
0.60-0.65	258	9.3750	2.0098	38.990	4.546
0.40-0.45	183	6.6497	3.6248	45.640	8.171

Target Variable=TargetBuy Data Role=VALIDATE

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.35-0.40	280	10.1744	4.8570	55.814	13.028
0.30-0.35	133	4.8328	2.3567	60.647	15.385
0.25-0.30	1	0.0363	0.1077	60.683	15.492
0.20-0.25	120	4.3605	5.6586	65.044	21.151
0.10-0.15	962	34.9564	78.8491	100.000	100.000

SAS Enterprise Miner Report

Node=DT_ASE Assessment Summary

Node id = Tree2
Node label = DT_ASE Assessment
Meta path = Ids => Part => Tree2
Notes =

Node=DT_ASE Assessment Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	DecisionTree		Kass	Y		Pred	N	
AVG	Y		KassApply	BEFORE		Predict	Y	
AssessMeasure	ASE	PROFIT/LOSS	LeafSize	5		ProfitLoss	NONE	
AssessPercentage	0.25		Leafid	Y		RASE	N	
CV	N		Maxbranch	2		SampleMethod	RANDOM	
CVNlter	10		Maxdepth	6		SampleSeed	12345	
CVRepeat	1		MinCatSize	5		SampleSize	10000	
CVSeed	12345		MissingValue	USEINSEARCH		ShowNodeId	Y	
ClassColorBy	PERCENTCORRECT		NSubtree	1		ShowValid	Y	
Count	Y		NodeRole	SEGMENT		SigLevel	0.2	
CreateSample	DEFAULT		NodeSample	20000		SplitPrecision	4	
Criterion	DEFAULT		NominalCriterion	PROBCHISQ		Splitsize	.	
Depth	Y		Nrules	5		Subtree	ASSESSMENT	
Dummy	N		Nsurrs	0		Target	ALL	
Exhaustive	5000		NumInputs	1		ToolType	MODEL	
Freeze	N		NumSingleImp	5		TrainMode	BATCH	
ImportModel	N		ObsImportance	N		UseDecision	N	
ImportedTreeData			OrdinalCriterion	ENTROPY		UseMultipleTarget	N	
Inputs	N		PercentCorrect	N		UsePriors	N	
IntColorBy	AVG		Performance	DISK		UseVarOnce	N	
IntervalCriterion	PROBF		Precision	4		VarSelection	Y	

Node=DT_ASE Assessment Variable Summary

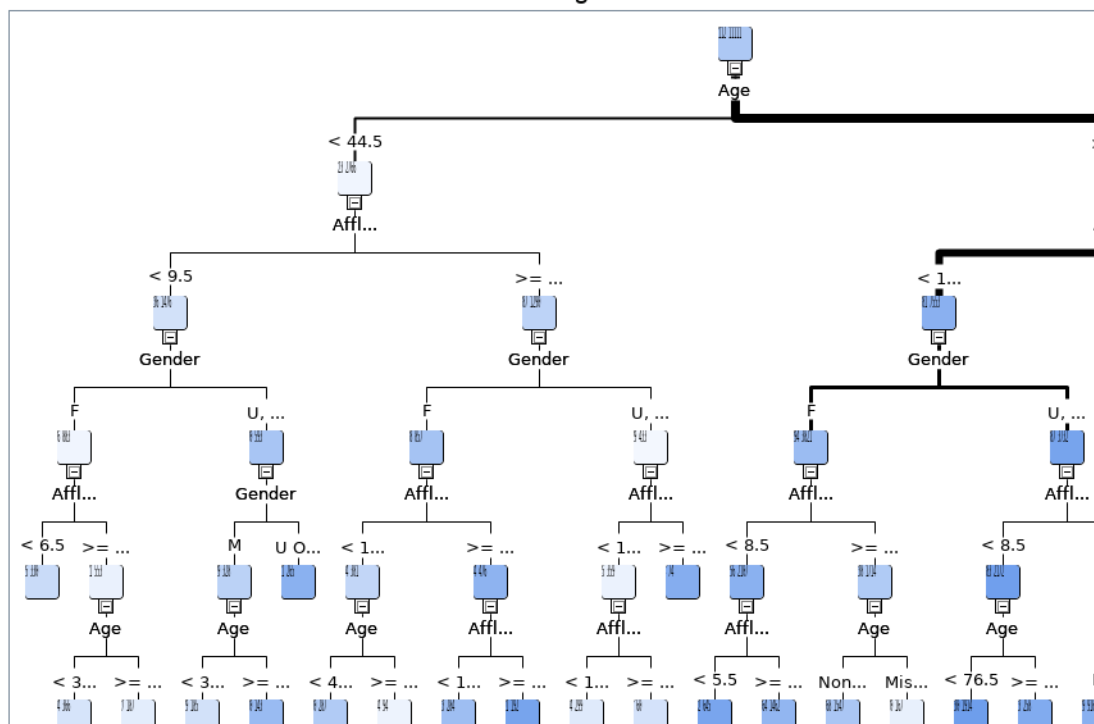
Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
INPUT	INTERVAL	4	DemAffl DemAge PromSpend PromTime
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass
ID	INTERVAL	1	_dataobs_
ID	NOMINAL	1	ID

Node=DT_ASE Assessment Model Fit Statistics

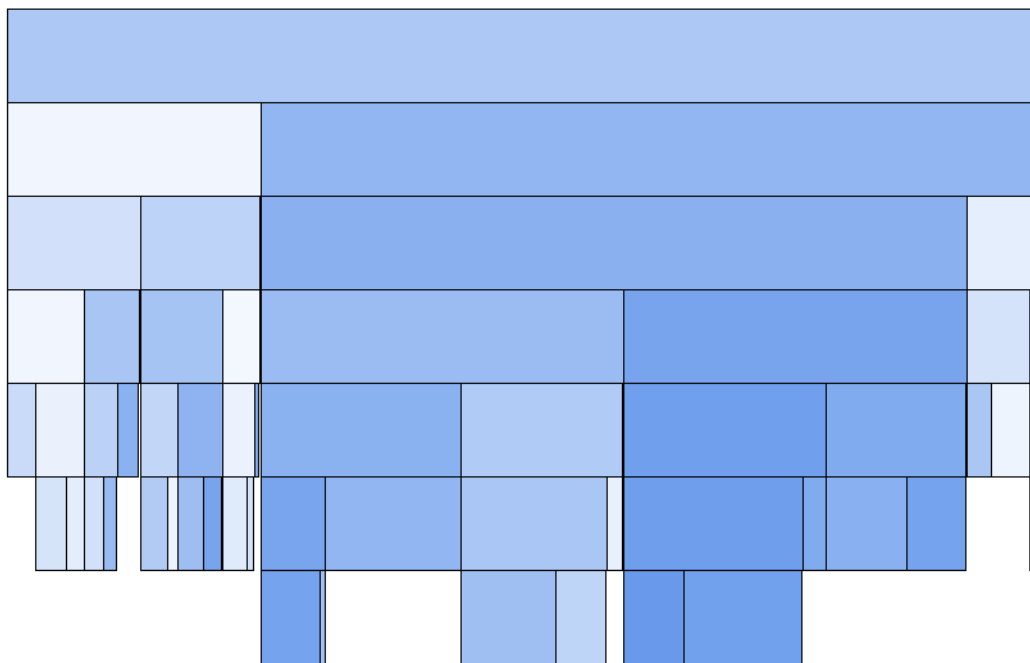
Target=TargetBuy Target Label=Organics Purchase Indicator

Label of Statistic	Train	Validation	Test
Sum of Frequencies	11112.00	11111.00	.
Misclassification Rate	0.19	0.19	.
Maximum Absolute Error	0.99	1.00	.
Sum of Squared Errors	2952.71	2950.48	.
Average Squared Error	0.13	0.13	.
Root Average Squared Error	0.36	0.36	.
Divisor for ASE	22224.00	22222.00	.
Total Degrees of Freedom	11112.00	.	.

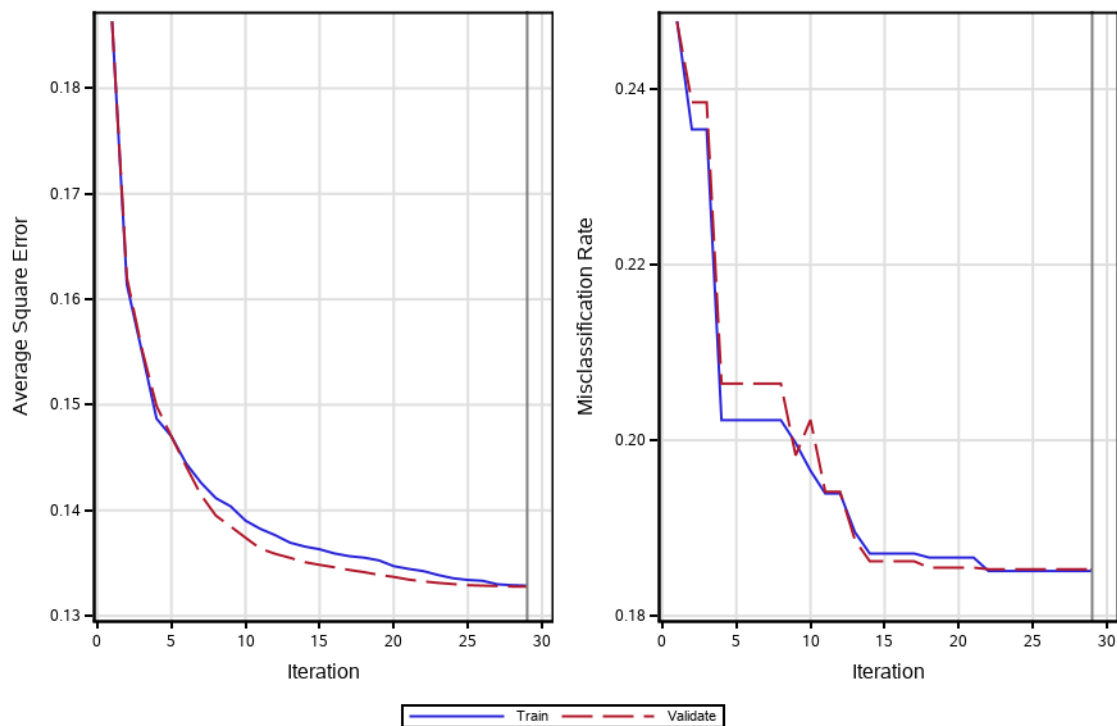
SAS Enterprise Miner Report
Node=DT_ASE Assessment
Tree Diagram

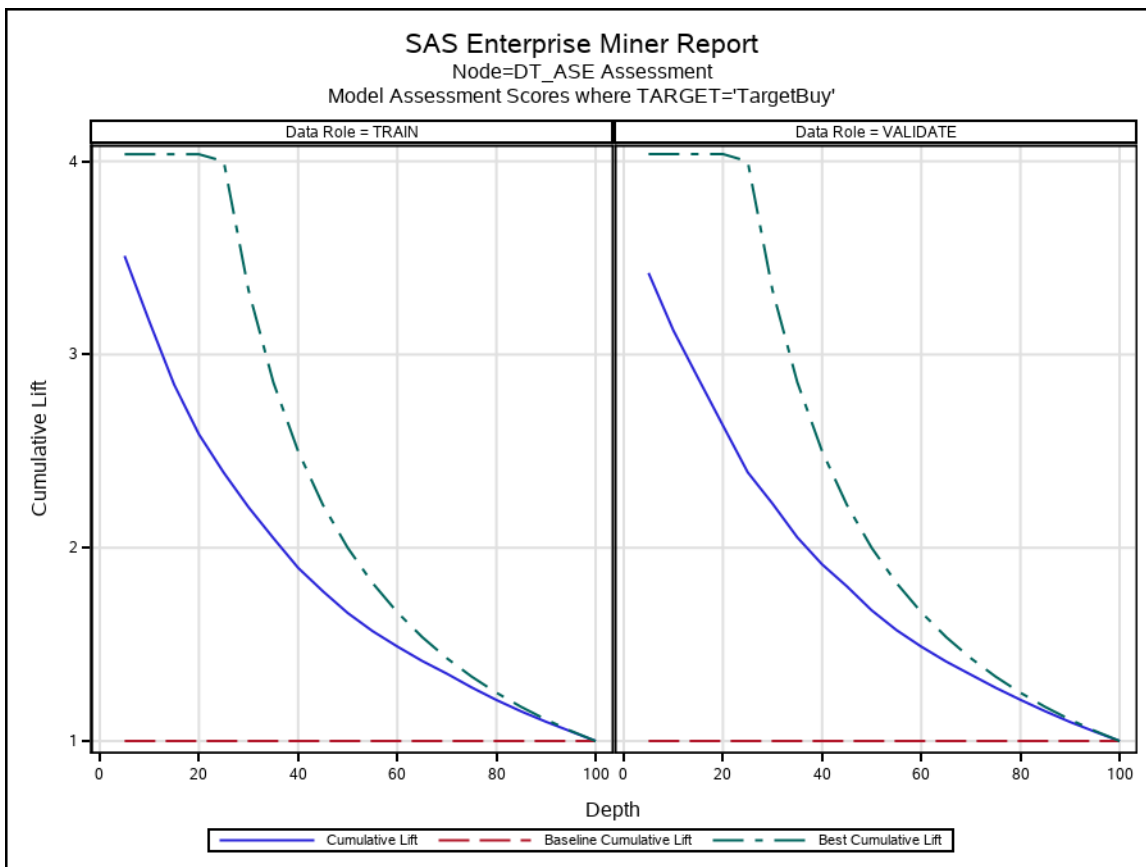
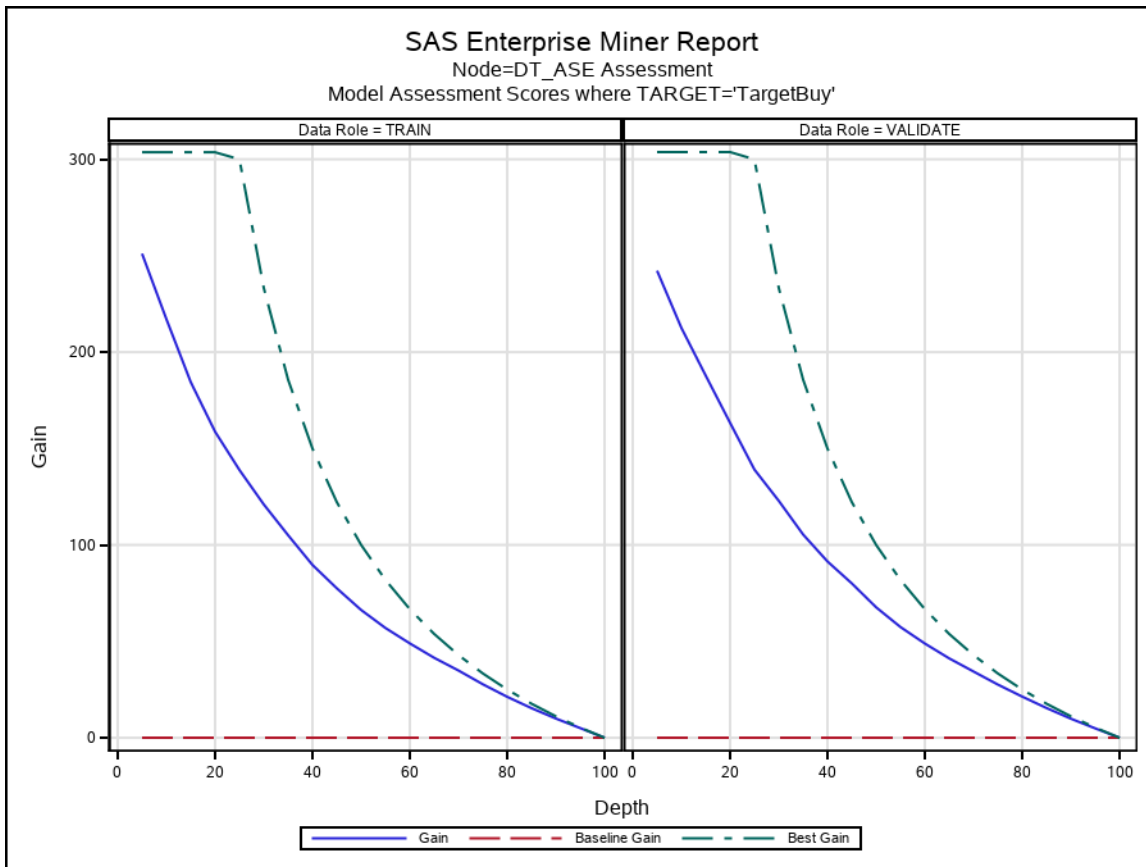


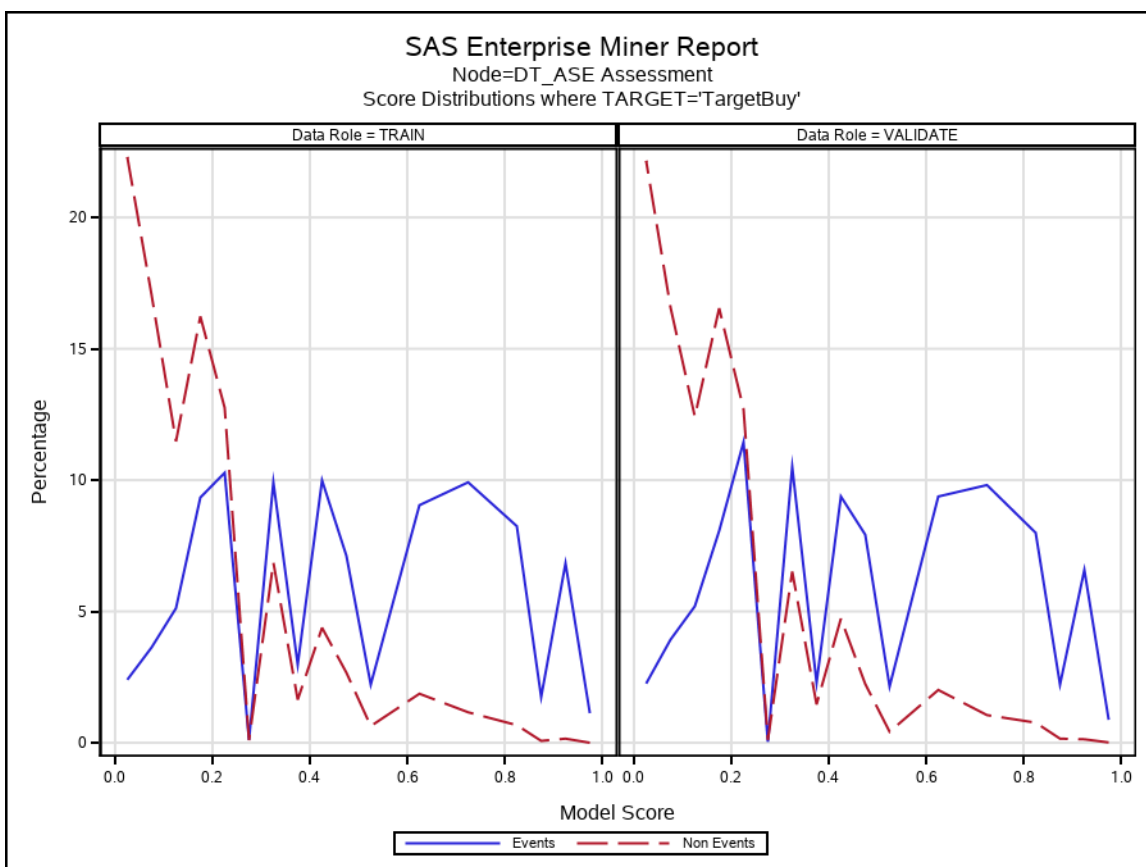
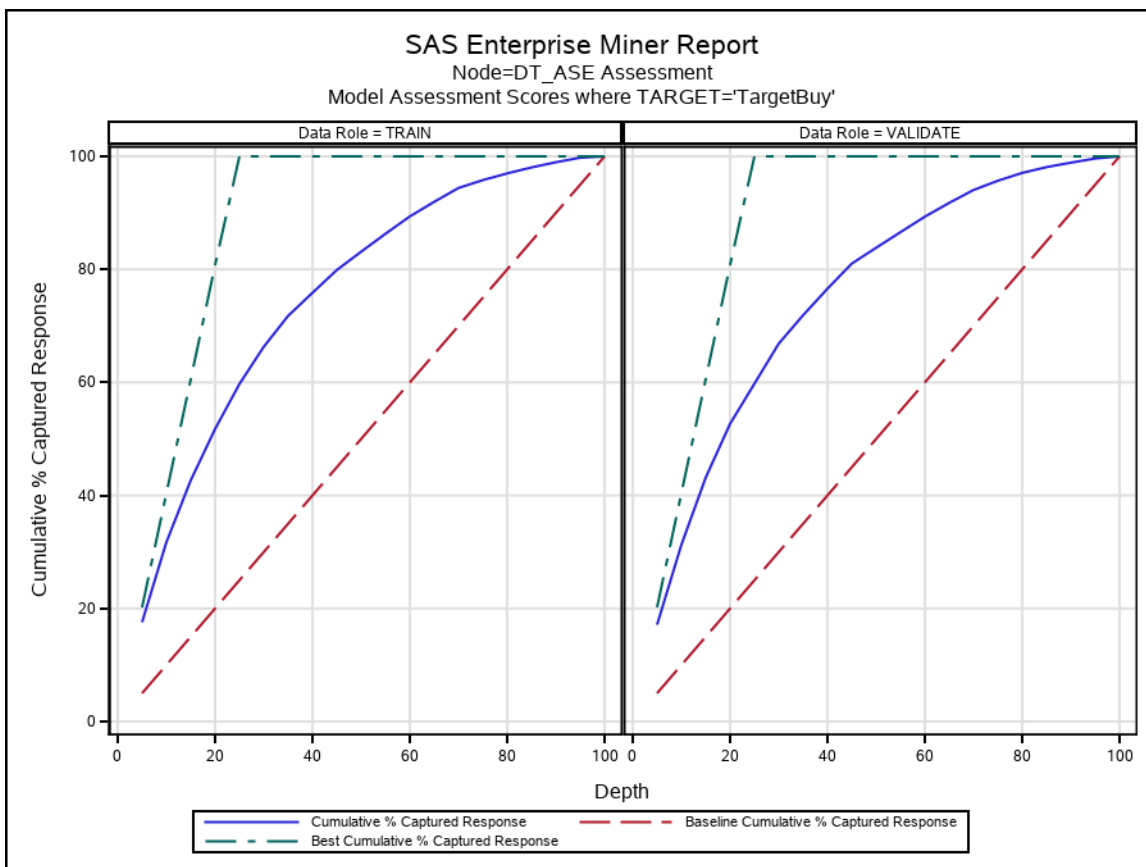
SAS Enterprise Miner Report
Node=DT_ASE Assessment
Treemap



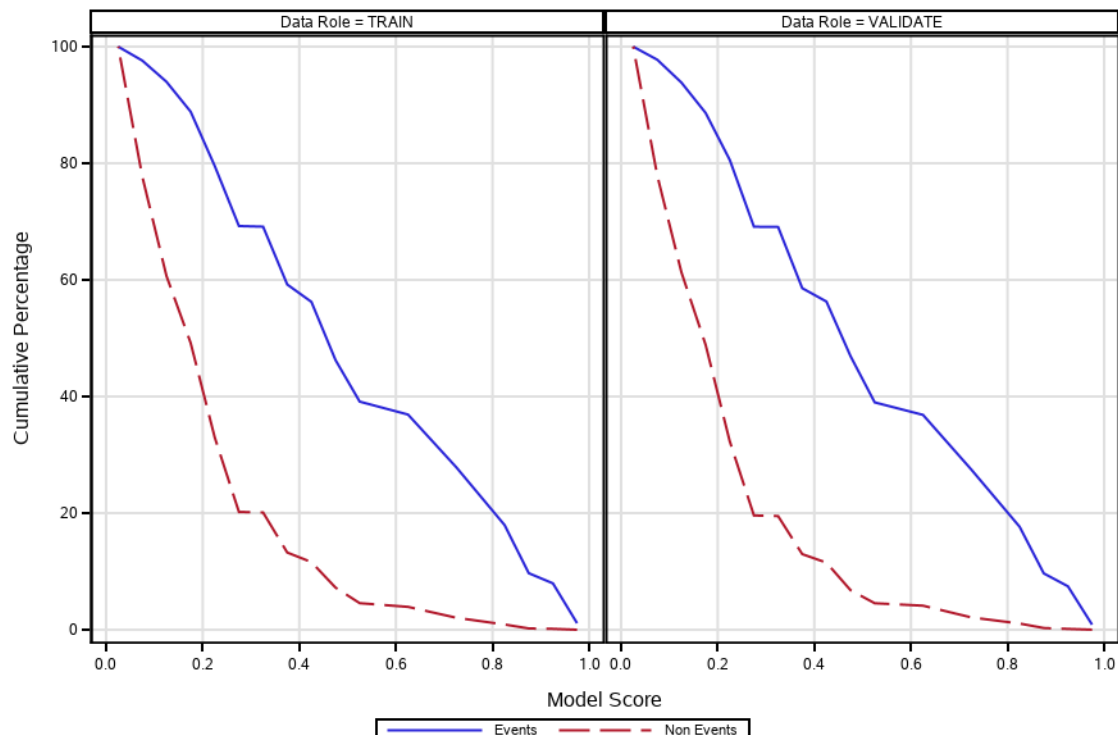
SAS Enterprise Miner Report
Node=DT_ASE Assessment
Model Iteration Plots







SAS Enterprise Miner Report
Node=DT_ASE Assessment
Score Distributions where TARGET='TargetBuy'



Node=DT_ASE Assessment
Score Distributions

Target Variable=TargetBuy Data Role=TRAIN

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	31	1.1260	0.0000	1.126	0.000
0.90-0.95	188	6.8289	0.1555	7.955	0.156
0.85-0.90	48	1.7436	0.0718	9.699	0.227
0.80-0.85	227	8.2456	0.6699	17.944	0.897
0.70-0.75	273	9.9165	1.1604	27.861	2.058
0.60-0.65	249	9.0447	1.8663	36.905	3.924
0.50-0.55	61	2.2158	0.6340	39.121	4.558
0.45-0.50	196	7.1195	2.6678	46.240	7.226
0.40-0.45	275	9.9891	4.3785	56.230	11.604
0.35-0.40	82	2.9786	1.6390	59.208	13.243
0.30-0.35	273	9.9165	6.8669	69.125	20.110
0.25-0.30	3	0.1090	0.0957	69.234	20.206
0.20-0.25	283	10.2797	12.7527	79.513	32.958
0.15-0.20	257	9.3353	16.2340	88.849	49.192
0.10-0.15	141	5.1217	11.4727	93.970	60.665
0.05-0.10	100	3.6324	17.0355	97.603	77.701
0.00-0.05	66	2.3974	22.2993	100.000	100.000

Target Variable=TargetBuy Data Role=VALIDATE

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	24	0.8721	0.0120	0.872	0.012
0.90-0.95	181	6.5770	0.1316	7.449	0.144
0.85-0.90	61	2.2166	0.1555	9.666	0.299
0.80-0.85	220	7.9942	0.7656	17.660	1.065
0.70-0.75	270	9.8110	1.0528	27.471	2.117
0.60-0.65	258	9.3750	2.0098	36.846	4.127
0.50-0.55	59	2.1439	0.4187	38.990	4.546
0.45-0.50	218	7.9215	2.2371	46.911	6.783
0.40-0.45	258	9.3750	4.7254	56.286	11.509
0.35-0.40	63	2.2892	1.4595	58.576	12.968
0.30-0.35	289	10.5015	6.5199	69.077	19.488
0.25-0.30	1	0.0363	0.1077	69.113	19.596
0.20-0.25	315	11.4462	12.7049	80.560	32.301
0.15-0.20	222	8.0669	16.5450	88.626	48.846
0.10-0.15	143	5.1962	12.4178	93.823	61.263
0.05-0.10	108	3.9244	16.5809	97.747	77.844
0.00-0.05	62	2.2529	22.1558	100.000	100.000

SAS Enterprise Miner Report

Node=Reporter Summary

Node id = Report
 Node label = Reporter
 Meta path = Ids => Part => Tree => Report
 Notes =

Node=Reporter Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Reporter		LiftChart	Y		basicoutput	Y	
Classification	Y		Nodes	ALL	PATH	headersize	8	
CompareMdl	Y		ShowAll	N		textfont	Arial	
CrossTabs	Y		Style	LISTING	DEFAULT	textsize	6	
FitStat	Y		Summarization	Y		titlesize	10	
Format	PDF		VarRanking	Y				

Node=Reporter Variable Summary

Role	Level	Frequency Count	Name
INPUT	INTERVAL	2	DemAffl DemAge
INPUT	NOMINAL	1	DemGender

SAS Enterprise Miner Report

Node=Impute Summary

Node id = Impt
Node label = Impute
Meta path = Ids => Part => Trans => Impt
Notes =

Node=Impute Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Impute		IndicatorRole	INPUT	REJECTED	MinCatSize	5	
ABWTuning	9		IndicatorSource	IMPUTED		Normalize	Y	
AHUBERTuning	1.5		LeafSize	5		Nrules	5	
AWAVETuning	6.2831853072		MaxPctMissing	50		Nsurrs	2	
DefaultChar	U		Maxbranch	2		RandomSeed	12345	
DefaultNum	.		Maxdepth	6		ReplaceVariable	N	
DistributionMissing	N		MethodClass	CONSTANT	COUNT	SpacingProportion	90	
HideVariable	Y		MethodInterval	MEAN		Splitsize	.	
ImputeNoMissing	N		MethodTargetClass	NONE		ValidateTestMissing	N	
Indicator	UNIQUE	NONE	MethodTargetInterval	NONE				

Node=Impute Variable Summary

Role	Level	Frequency Count	Name
INPUT	INTERVAL	4	DemAge LOG_DemAffl LOG_PromTime PromSpend
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass

Node=Impute Imputation Summary

Variable Name	Impute Method	Imputed Variable	Indicator Variable	Impute Value	Role	Measurement Level	Label	Number of Missing for TRAIN
DemAge	MEAN	IMP_DemAge	M_DemAge	53.892095358	INPUT	INTERVAL	Age	751
DemClusterGroup	CONSTANT	IMP_DemClusterGroup	M_DemClusterGroup	U	INPUT	NOMINAL	Neighborhood Cluster-7 Level	328
DemGender	CONSTANT	IMP_DemGender	M_DemGender	U	INPUT	NOMINAL	Gender	1215
DemReg	CONSTANT	IMP_DemReg	M_DemReg	U	INPUT	NOMINAL	Geographic Region	236
DemTVReg	CONSTANT	IMP_DemTVReg	M_DemTVReg	U	INPUT	NOMINAL	Television Region	236
LOG_DemAffl	MEAN	IMP_LOG_DemAffl	M_LOG_DemAffl	2.209175225	INPUT	INTERVAL	Transformed: Affluence Grade	525
LOG_PromTime	MEAN	IMP_LOG_PromTime	M_LOG_PromTime	1.8643215246	INPUT	INTERVAL	Transformed: Loyalty Card Tenure	136

SAS Enterprise Miner Report

Node=Regression Summary

Node id = Reg
Node label = Regression
Meta path = Ids => Part => Trans => Impt => Reg
Notes =

Node=Regression Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Regression		Force	0		PolynomialDegree	2	
AbsConValue	-1.34078E154	-7.237006E75	GConvTimes	1		PrintDesignMatrix	N	
AbsFTime	1		GConvValue	1E-6		Rule	NONE	
AbsFValue	0		Hierarchy	CLASS		SASSPDS	N	
AbsGTime	1		InputCoding	DEVIATION		SelectionCriterion	VERROR	DEFAULT
AbsGValue	0.00001		Interactions			SelectionDefault	Y	
AbsXTime	1		LinkFunction	LOGIT		Sequential	N	
AbsXValue	1E-8		MainEffect	Y		Simple	N	
CIParam	N		MaxCPUTime	1 HOUR		SIEntry	0.05	
ConvDefaults	Y		MaxFunctionCalls	.		SIStay	0.05	
CorB	N		MaxIterations	.		Start	0	
CovB	N		MaxStep	.		StepOutput	N	
Covout	N		MinResourceUse	N		Stop	0	
Details	N		ModelDefaults	Y		SuppressIntercept	N	
Error	LOGISTIC		ModelSelection	STEPWISE	NONE	SuppressOutput	N	
ExcludedVariable	REJECT		OptimizationTechnique	DEFAULT		Terms	N	
FConvTimes	1		Performance	N		TwoFactor	N	
FConvValue	0		Polynomial	N				

Node=Regression Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
INPUT	BINARY	7	M_DemAge M_DemClusterGroup M_DemGender M_DemReg M_DemTVReg M_LOG_DemAffl M_LOG_PromTime
INPUT	INTERVAL	4	IMP_DemAge IMP_LOG_DemAffl IMP_LOG_PromTime PromSpend
INPUT	NOMINAL	5	IMP_DemClusterGroup IMP_DemGender IMP_DemReg IMP_DemTVReg PromClass

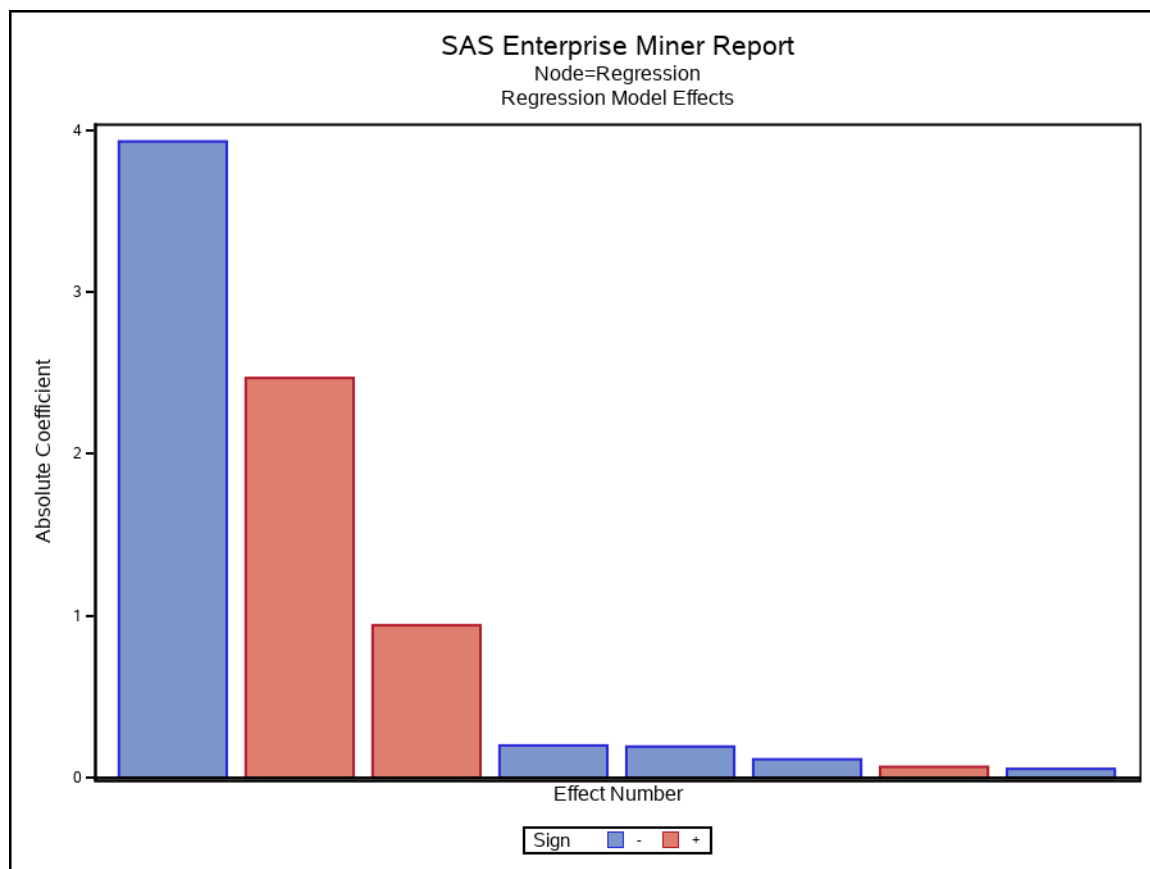
Node=Regression Model Fit Statistics

Target=TargetBuy Target Label=Organics Purchase Indicator

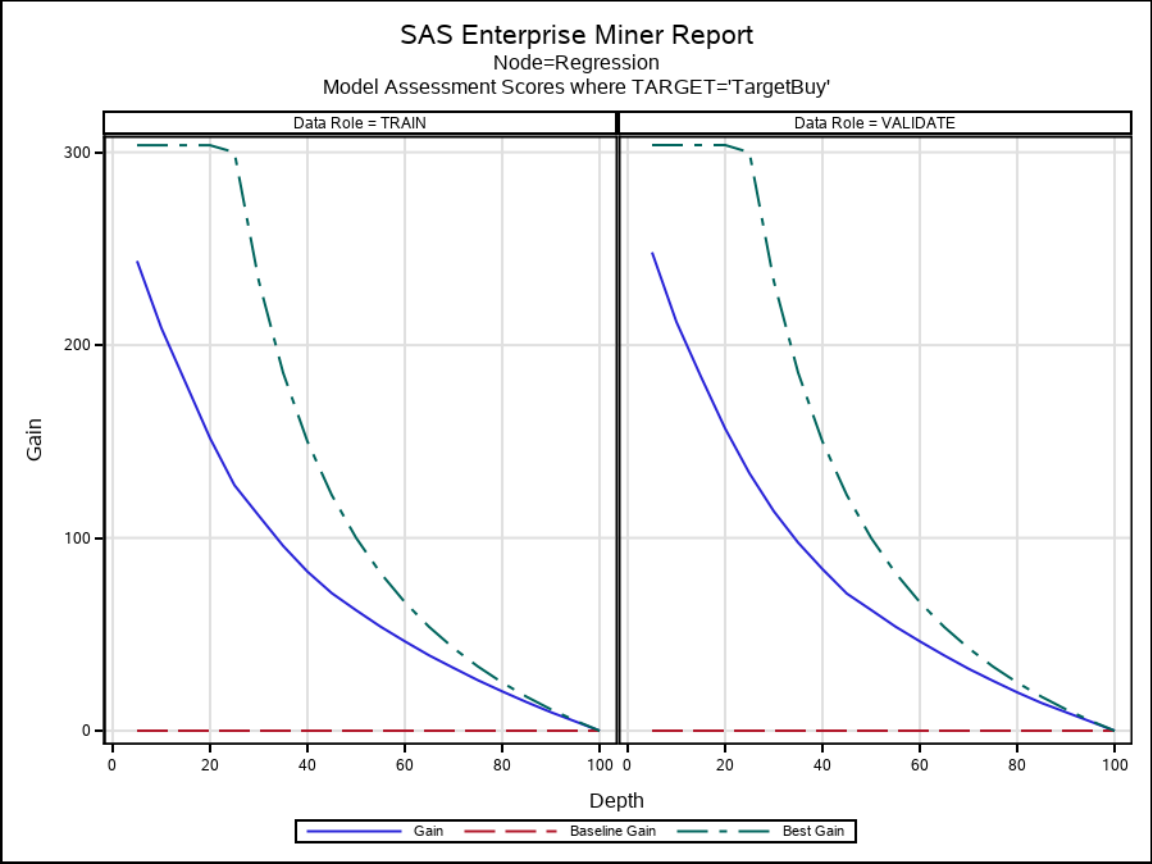
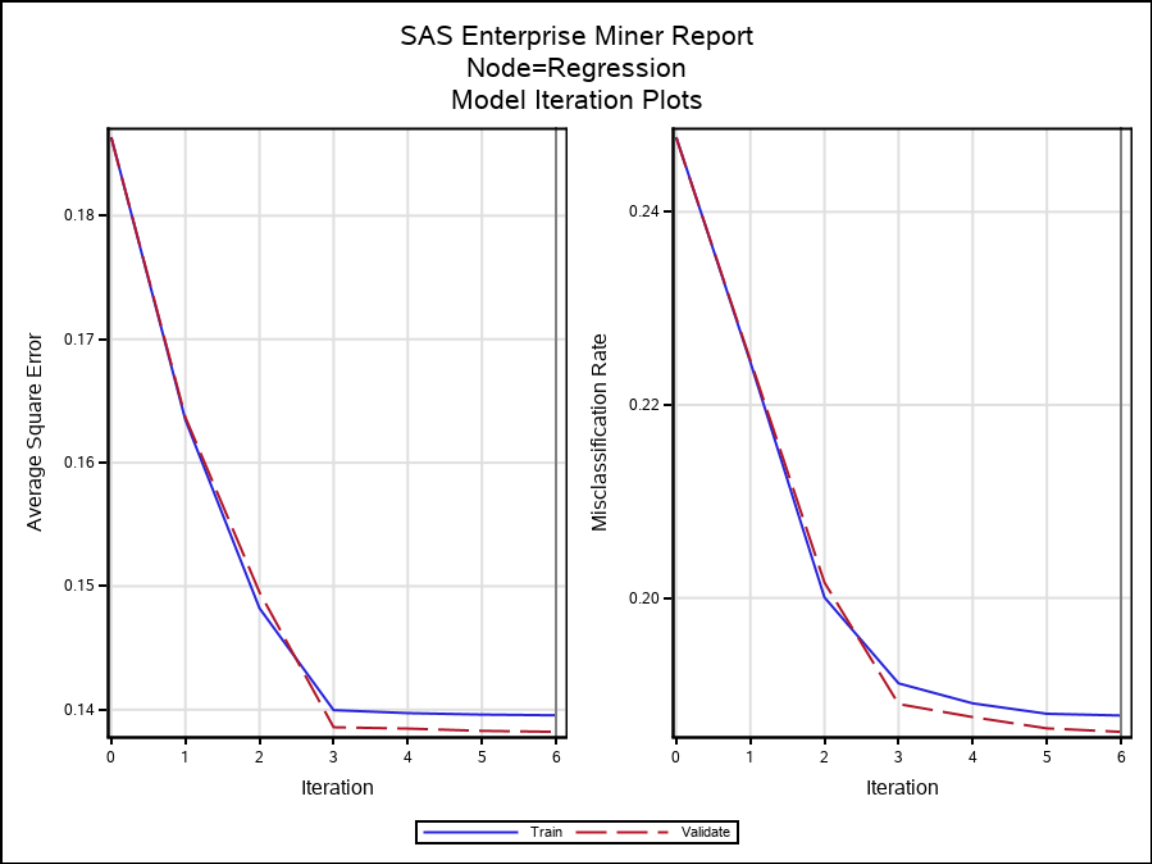
Label of Statistic	Train	Validation	Test
Akaike's Information Criterion	9758.61	.	.
Average Squared Error	0.14	0.14	.
Average Error Function	0.44	0.44	.
Degrees of Freedom for Error	11104.00	.	.
Model Degrees of Freedom	8.00	.	.

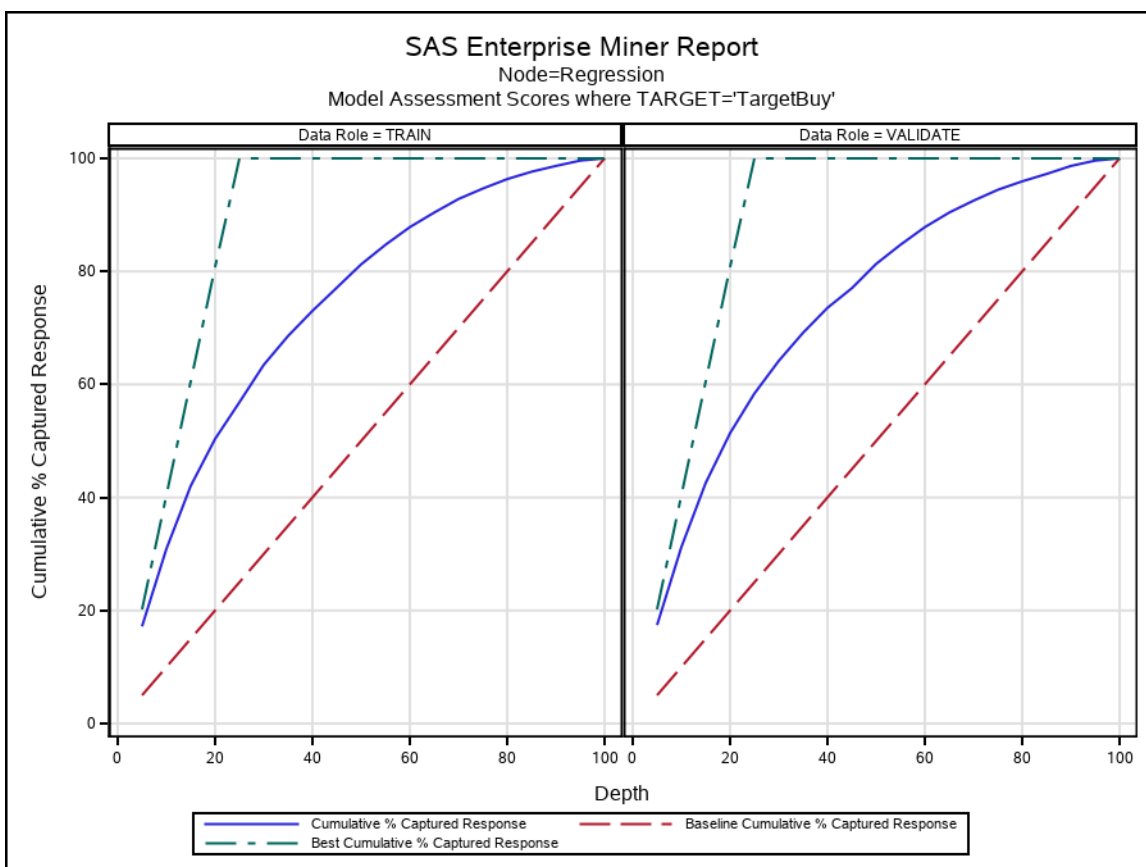
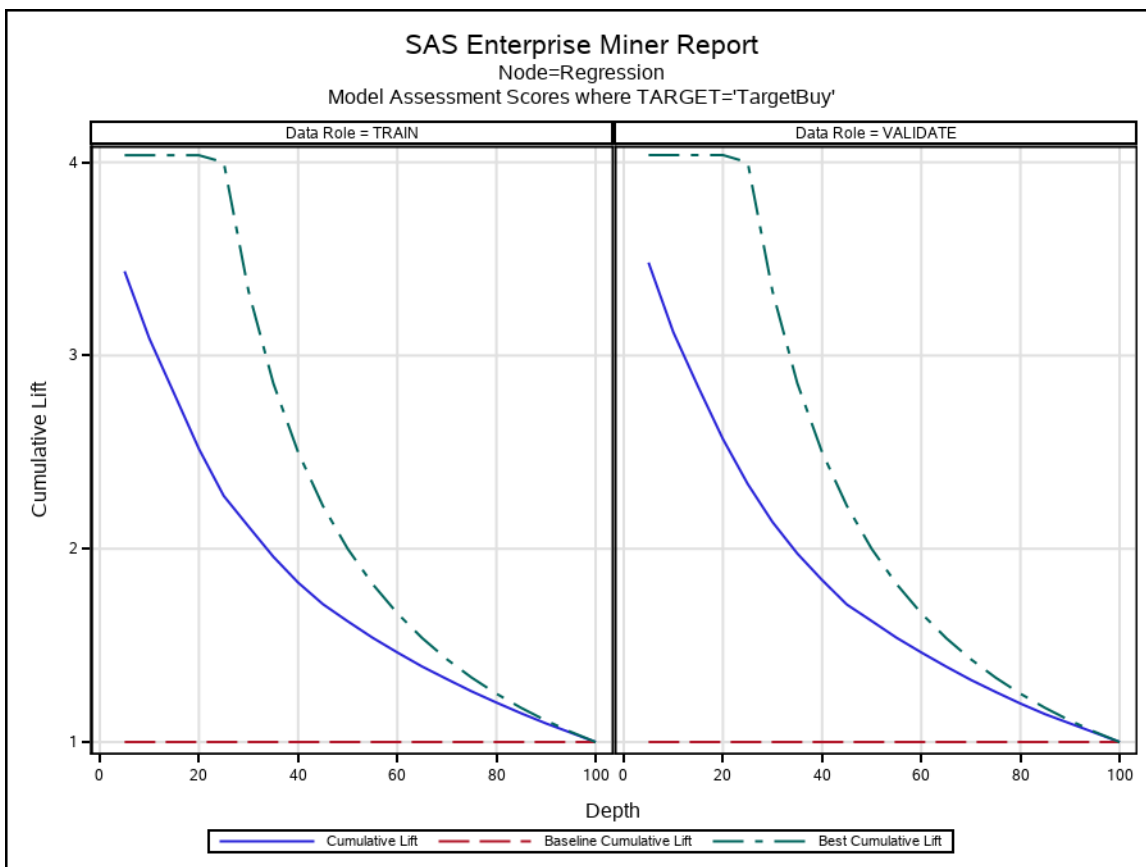
Target=TargetBuy Target Label=Organics Purchase Indicator

Label of Statistic	Train	Validation	Test
Total Degrees of Freedom	11112.00	.	.
Divisor for ASE	22224.00	22222.00	.
Error Function	9742.61	9688.58	.
Final Prediction Error	0.14	.	.
Maximum Absolute Error	0.99	0.99	.
Mean Square Error	0.14	0.14	.
Sum of Frequencies	11112.00	11111.00	.
Number of Estimate Weights	8.00	.	.
Root Average Sum of Squares	0.37	0.37	.
Root Final Prediction Error	0.37	.	.
Root Mean Squared Error	0.37	0.37	.
Schwarz's Bayesian Criterion	9817.14	.	.
Sum of Squared Errors	3101.25	3071.18	.
Sum of Case Weights Times Freq	22224.00	22222.00	.
Misclassification Rate	0.19	0.19	.

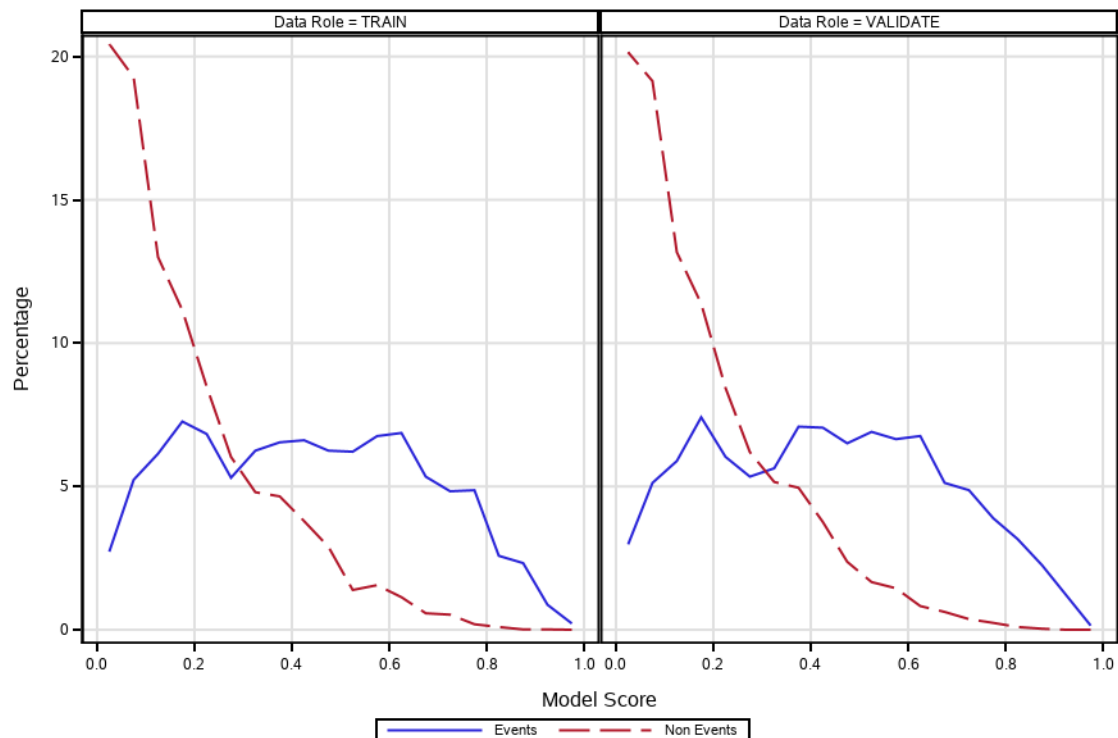


Effect Number	Variable	Level	Coefficient	T-value	P Value	Effect Number	Variable	Level	Coefficient	T-value	P Value
1	Intercept	1	-3.93122	-16.3822	0.000000	5	M_LOG_DemAffl	0	-0.19257	-3.5584	0.00037
2	IMP_LOG_DemAffl		2.46992	28.2938	0.000000	6	M_DemAge	0	-0.11391	-2.4065	0.01611
3	IMP_DemGender	F	0.94162	16.8707	0.000000	7	IMP_DemGender	M	0.06727	1.1013	0.27074
4	M_DemGender	0	-0.19956	-2.2238	0.026163	8	IMP_DemAge		-0.05506	-26.1645	0.00000

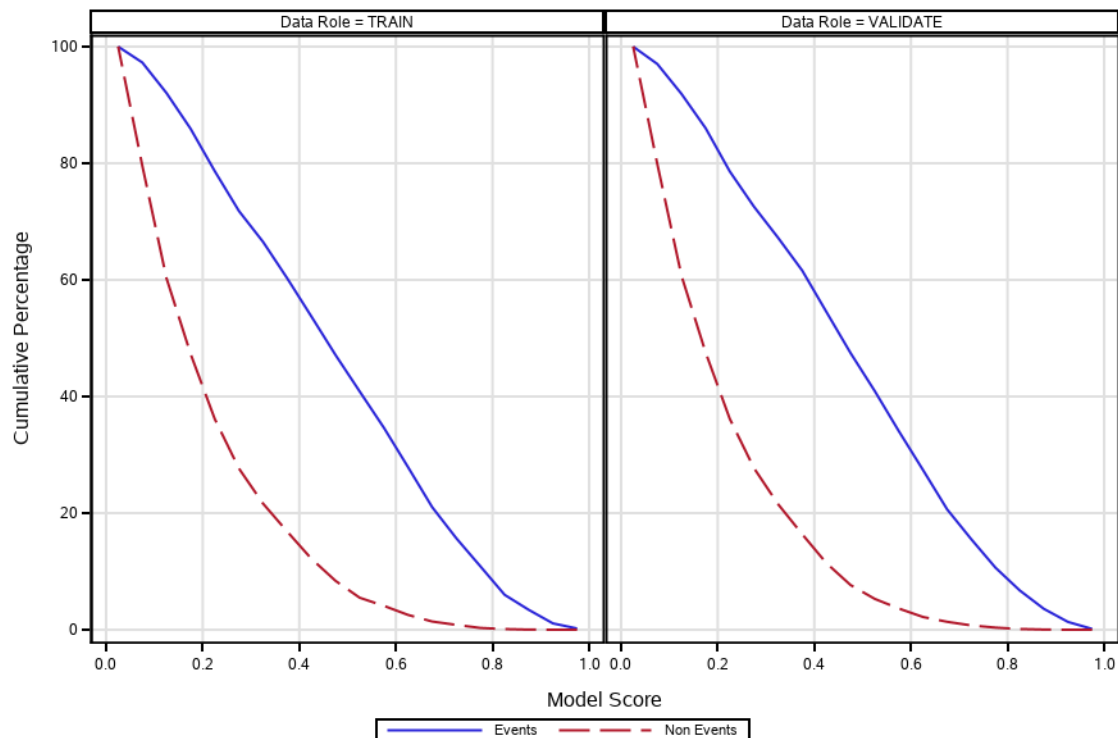




SAS Enterprise Miner Report
Node=Regression
Score Distributions where TARGET='TargetBuy'



SAS Enterprise Miner Report
Node=Regression
Score Distributions where TARGET='TargetBuy'



Node=Regression
Score Distributions

Target Variable=TargetBuy Data Role=TRAIN

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	6	0.21794	0.0000	0.218	0.000
0.90-0.95	24	0.87178	0.0120	1.090	0.012
0.85-0.90	64	2.32474	0.0120	3.414	0.024
0.80-0.85	71	2.57900	0.0957	5.993	0.120
0.75-0.80	134	4.86742	0.1914	10.861	0.311
0.70-0.75	133	4.83109	0.5264	15.692	0.837
0.65-0.70	147	5.33963	0.5742	21.032	1.412
0.60-0.65	189	6.86524	1.1365	27.897	2.548
0.55-0.60	186	6.75627	1.5552	34.653	4.103
0.50-0.55	171	6.21141	1.3877	40.865	5.491
0.45-0.50	172	6.24773	2.8951	47.112	8.386
0.40-0.45	182	6.61097	3.7923	53.723	12.178
0.35-0.40	180	6.53832	4.6537	60.262	16.832
0.30-0.35	172	6.24773	4.7972	66.509	21.629
0.25-0.30	146	5.30331	6.0294	71.813	27.659
0.20-0.25	188	6.82891	8.4819	78.641	36.141
0.15-0.20	200	7.26480	11.1497	85.906	47.290
0.10-0.15	169	6.13876	13.0039	92.045	60.294
0.05-0.10	144	5.23066	19.2726	97.276	79.567
0.00-0.05	75	2.72430	20.4331	100.000	100.000

Target Variable=TargetBuy Data Role=VALIDATE

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	4	0.14535	0.0000	0.145	0.000
0.90-0.95	33	1.19913	0.0000	1.344	0.000
0.85-0.90	62	2.25291	0.0359	3.597	0.036
0.80-0.85	87	3.16134	0.0957	6.759	0.132
0.75-0.80	107	3.88808	0.2393	10.647	0.371
0.70-0.75	134	4.86919	0.3709	15.516	0.742
0.65-0.70	141	5.12355	0.6221	20.640	1.364
0.60-0.65	186	6.75872	0.8255	27.398	2.189
0.55-0.60	183	6.64971	1.4475	34.048	3.637
0.50-0.55	190	6.90407	1.6629	40.952	5.300
0.45-0.50	179	6.50436	2.3687	47.456	7.668
0.40-0.45	194	7.04942	3.7564	54.506	11.425
0.35-0.40	195	7.08576	4.9527	61.592	16.378
0.30-0.35	155	5.63227	5.1561	67.224	21.534
0.25-0.30	147	5.34157	6.1969	72.565	27.731
0.20-0.25	166	6.03198	8.4340	78.597	36.165
0.15-0.20	204	7.41279	11.3770	86.010	47.542
0.10-0.15	162	5.88663	13.1714	91.897	60.713
0.05-0.10	141	5.12355	19.1410	97.020	79.854
0.00-0.05	82	2.97965	20.1460	100.000	100.000

SAS Enterprise Miner Report

Node=Transform Variables Summary

Node id = Trans
Node label = Transform Variables
Meta path = Ids => Part => Trans
Notes =

Node=Transform Variables Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Transform		EmSampleSize	DEFAULT		MissingValue	USEINSEARCH	
DefaultClassMethod	NONE		GroupCutoff	0.1		NumberofBins	VARIABLES	
DefaultClassTargetMethod	NONE		GroupMissing	N		Offset	1	
DefaultMethod	NONE		HideVariable	Y		RejectVariable	Y	
DefaultTargetMethod	NONE		MaxOptimalBins	4		SummaryStatistics	Y	
EmRandomSeed	12345		MinOffset	Y		SummaryVariables	TRANSFORMED	
EmSampleMethod	FIRSTN		MissingAsLevel	N		UseMetaTransform	Y	

Node=Transform Variables Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
REJECTED	INTERVAL	1	TargetAmt
REJECTED	NOMINAL	1	DemCluster
INPUT	INTERVAL	4	DemAffl DemAge PromSpend PromTime
INPUT	NOMINAL	5	DemClusterGroup DemGender DemReg DemTVReg PromClass

Node=Transform Variables Transformations Statistics

Source	Method	Variable Name	Formula	Number of Levels	Non Missing	Missing	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis	Label
Input	Original	DemAffl		.	10587	525	0	31.0000	8.70303	3.42329	0.86479	1.92930	Affluence Grade
Input	Original	PromTime		.	10976	136	0	39.0000	6.57106	4.66496	2.29784	8.26766	Loyalty Card Tenure
Output	Computed	LOG_DemAffl	log(DemAffl + 1)	.	10587	525	0	3.4657	2.20918	0.36468	-0.46819	0.84829	Transformed: Affluence Grade
Output	Computed	LOG_PromTime	log(PromTime + 1)	.	10976	136	0	3.6889	1.86432	0.57385	-0.22054	0.38043	Transformed: Loyalty Card Tenure

SAS Enterprise Miner Report

Node=Polynomial Regression Summary

Node id = Reg2
Node label = Polynomial Regression
Meta path = Ids => Part => Trans => Impt => Reg2
Notes =

Node=Polynomial Regression Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	Regression		Force	0		PolynomialDegree	2	
AbsConValue	-1.34078E154	-7.237006E75	GConvTimes	1		PrintDesignMatrix	N	
AbsFTime	1		GConvValue	1E-6		Rule	NONE	
AbsFValue	0		Hierarchy	CLASS		SASSPDS	N	
AbsGTime	1		InputCoding	DEVIATION		SelectionCriterion	VERROR	DEFAULT
AbsGValue	0.00001		Interactions			SelectionDefault	Y	
AbsXTime	1		LinkFunction	LOGIT		Sequential	N	
AbsXValue	1E-8		MainEffect	Y		Simple	N	
CIParam	N		MaxCPUTime	1 HOUR		SIEntry	0.05	
ConvDefaults	Y		MaxFunctionCalls	.		SIStay	0.05	
CorB	N		MaxIterations	.		Start	0	
CovB	N		MaxStep	.		StepOutput	N	
Covout	N		MinResourceUse	N		Stop	0	
Details	N		ModelDefaults	Y		SuppressIntercept	N	
Error	LOGISTIC		ModelSelection	STEPWISE	NONE	SuppressOutput	N	
ExcludedVariable	REJECT		OptimizationTechnique	DEFAULT		Terms	Y	N
FConvTimes	1		Performance	N		TwoFactor	N	
FConvValue	0		Polynomial	N				

Node=Polynomial Regression Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetBuy
INPUT	BINARY	7	M_DemAge M_DemClusterGroup M_DemGender M_DemReg M_DemTVReg M_LOG_DemAffl M_LOG_PromTime
INPUT	INTERVAL	4	IMP_DemAge IMP_LOG_DemAffl IMP_LOG_PromTime PromSpend
INPUT	NOMINAL	5	IMP_DemClusterGroup IMP_DemGender IMP_DemReg IMP_DemTVReg PromClass

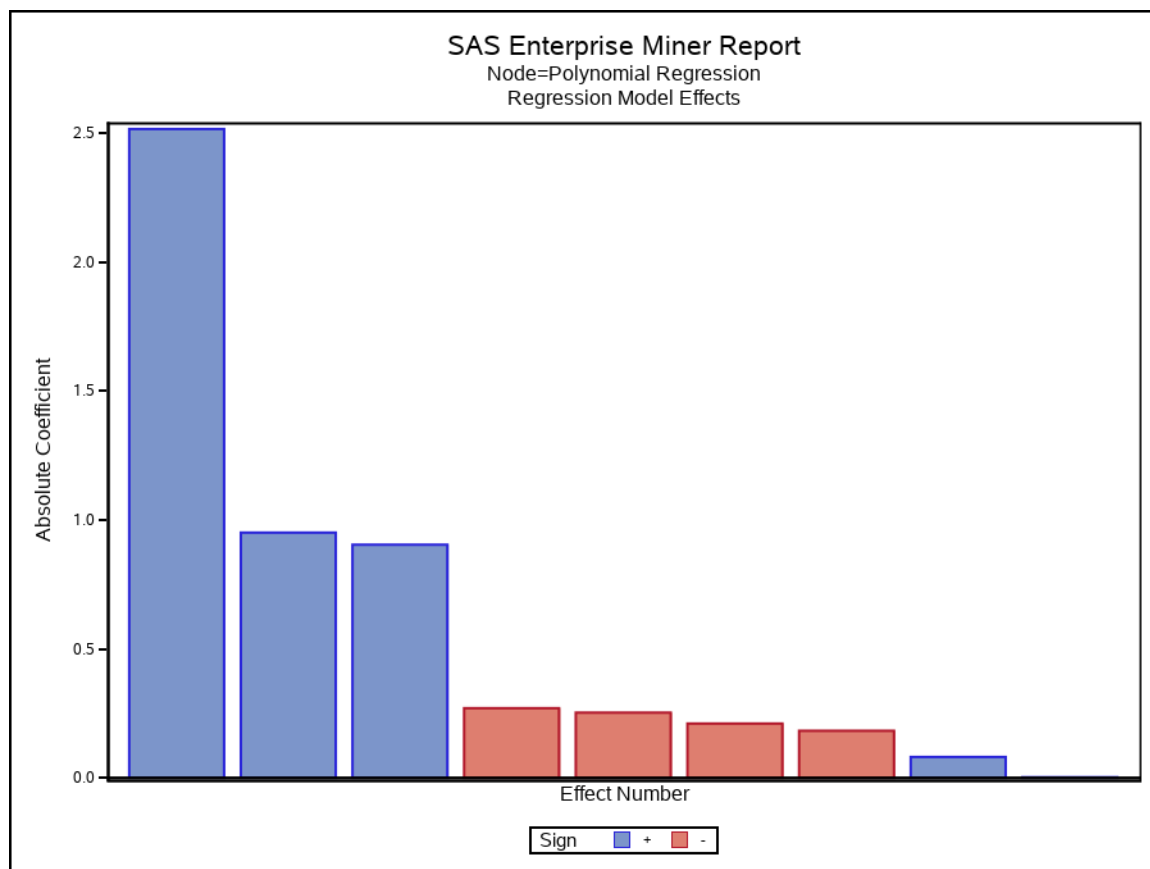
Node=Polynomial Regression Model Fit Statistics

Target=TargetBuy Target Label=Organics Purchase Indicator

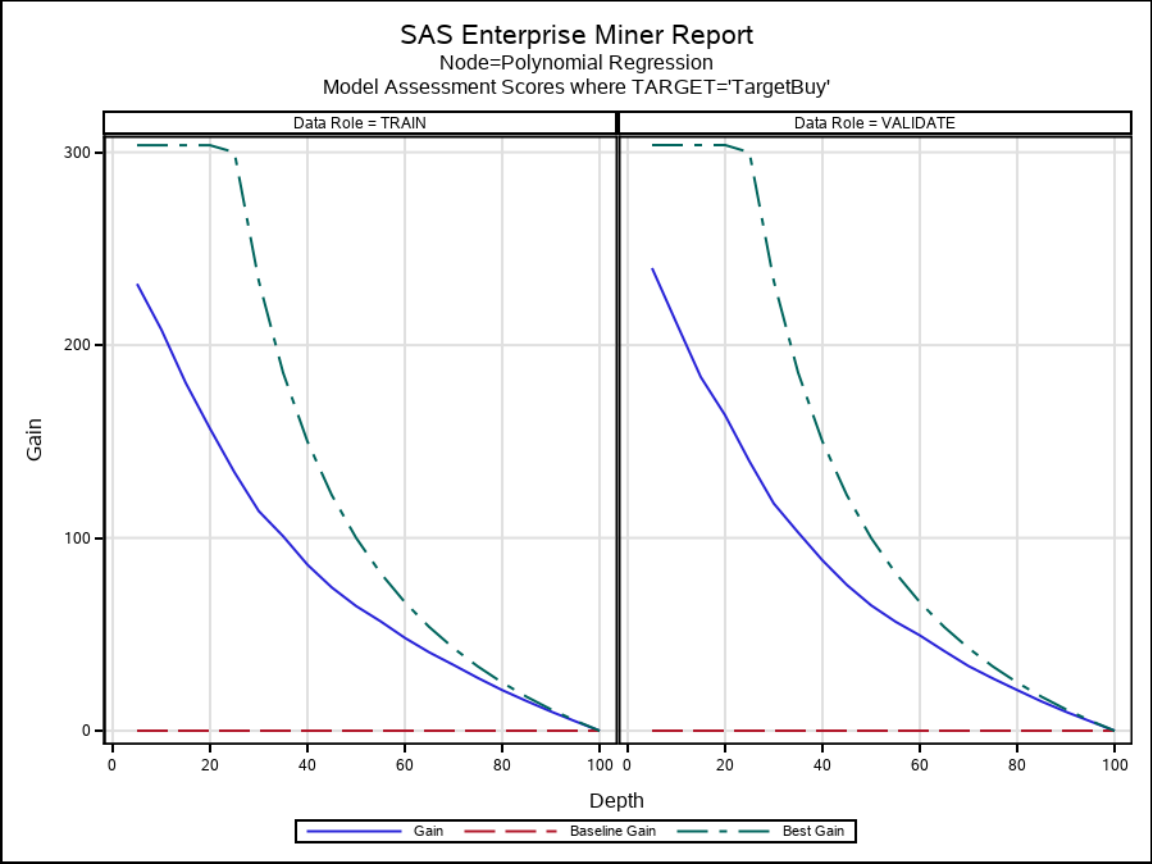
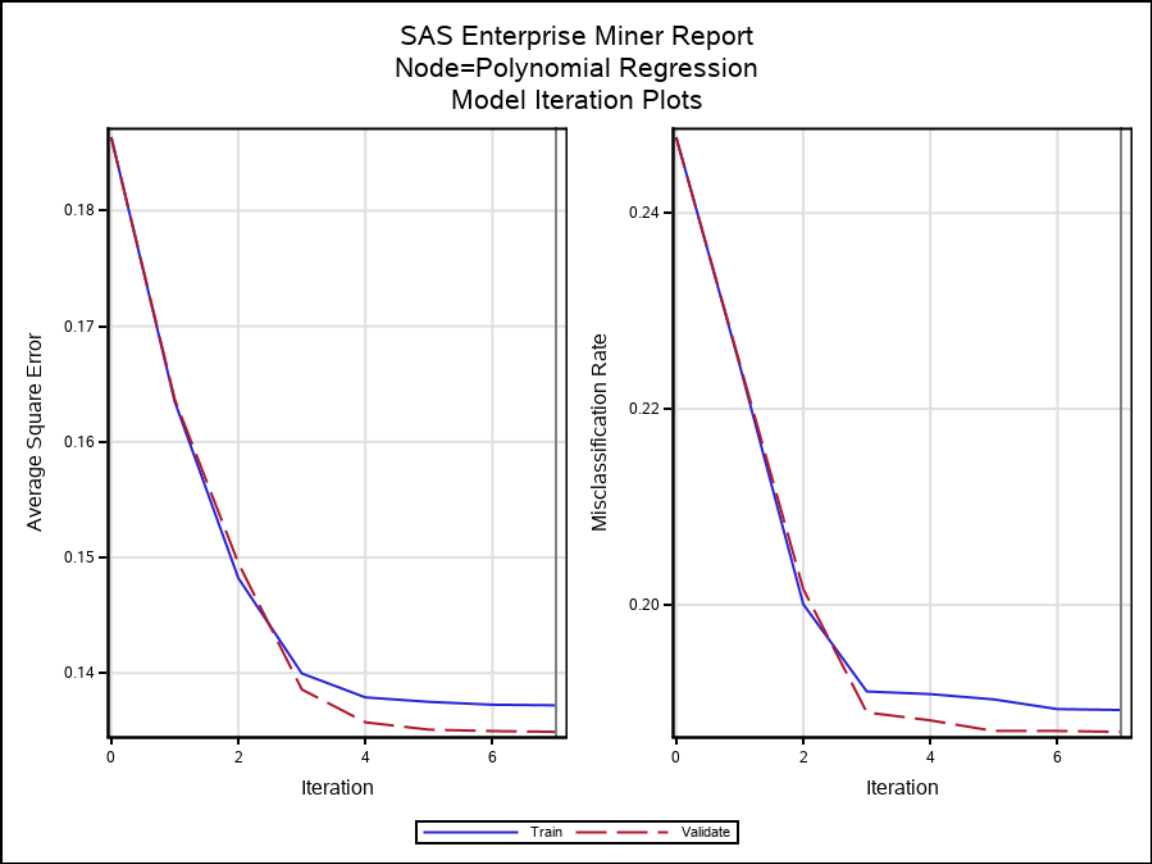
Label of Statistic	Train	Validation	Test
Akaike's Information Criterion	9585.36	.	.
Average Squared Error	0.14	0.13	.
Average Error Function	0.43	0.43	.
Degrees of Freedom for Error	11103.00	.	.
Model Degrees of Freedom	9.00	.	.

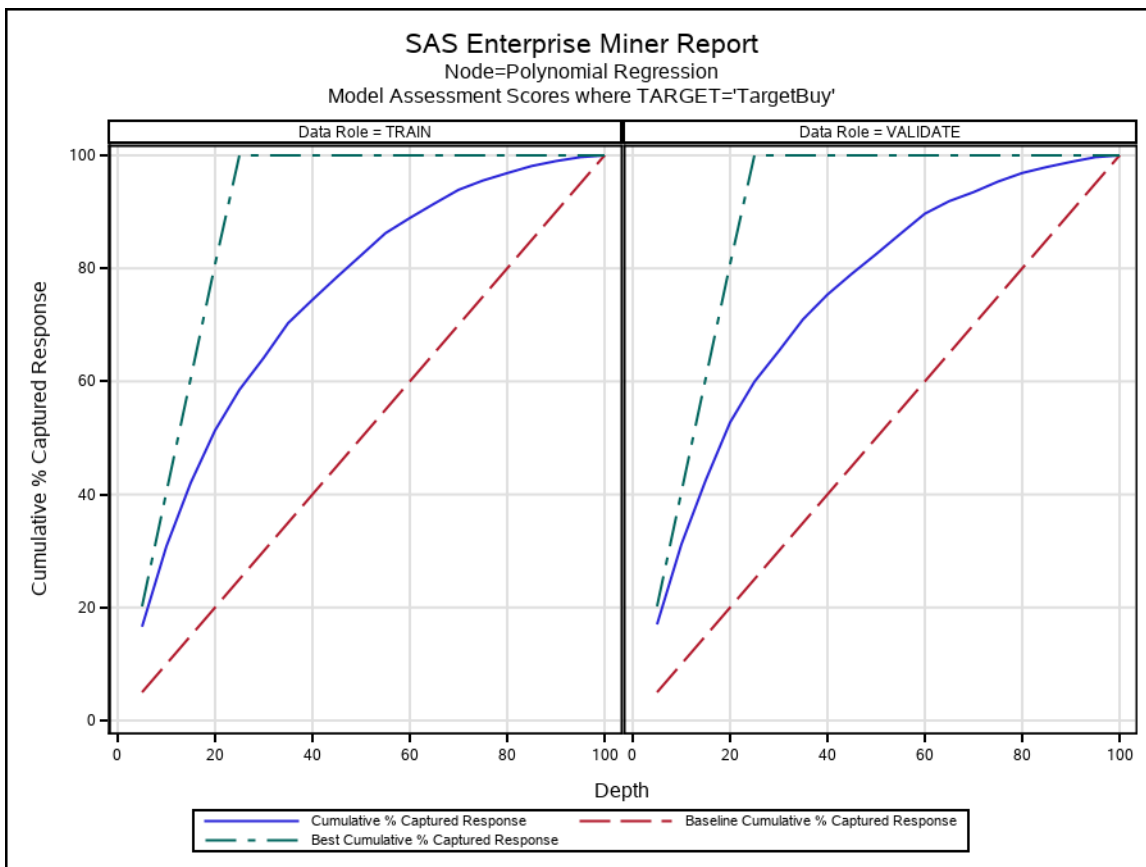
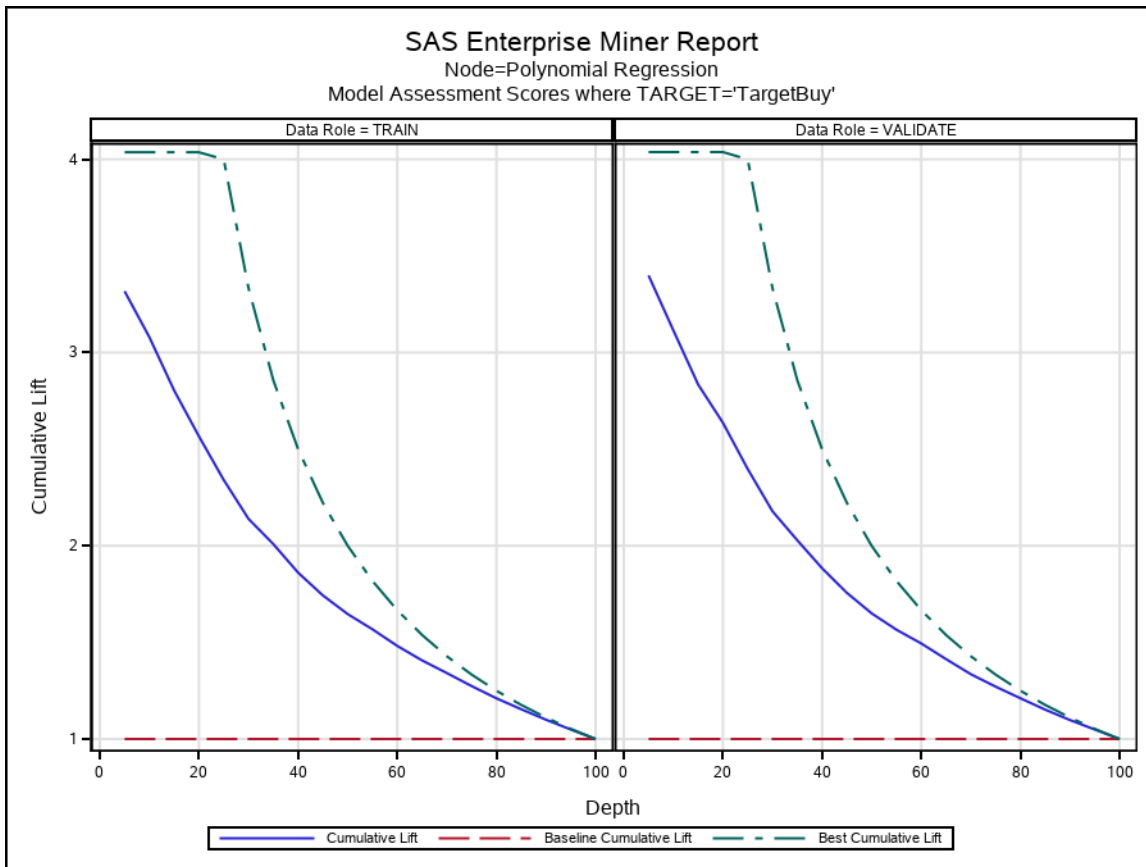
Target=TargetBuy Target Label=Organics Purchase Indicator

Label of Statistic	Train	Validation	Test
Total Degrees of Freedom	11112.00	.	.
Divisor for ASE	22224.00	22222.00	.
Error Function	9567.36	9451.58	.
Final Prediction Error	0.14	.	.
Maximum Absolute Error	0.99	0.99	.
Mean Square Error	0.14	0.13	.
Sum of Frequencies	11112.00	11111.00	.
Number of Estimate Weights	9.00	.	.
Root Average Sum of Squares	0.37	0.37	.
Root Final Prediction Error	0.37	.	.
Root Mean Squared Error	0.37	0.37	.
Schwarz's Bayesian Criterion	9651.21	.	.
Sum of Squared Errors	3049.30	2997.95	.
Sum of Case Weights Times Freq	22224.00	22222.00	.
Misclassification Rate	0.19	0.19	.

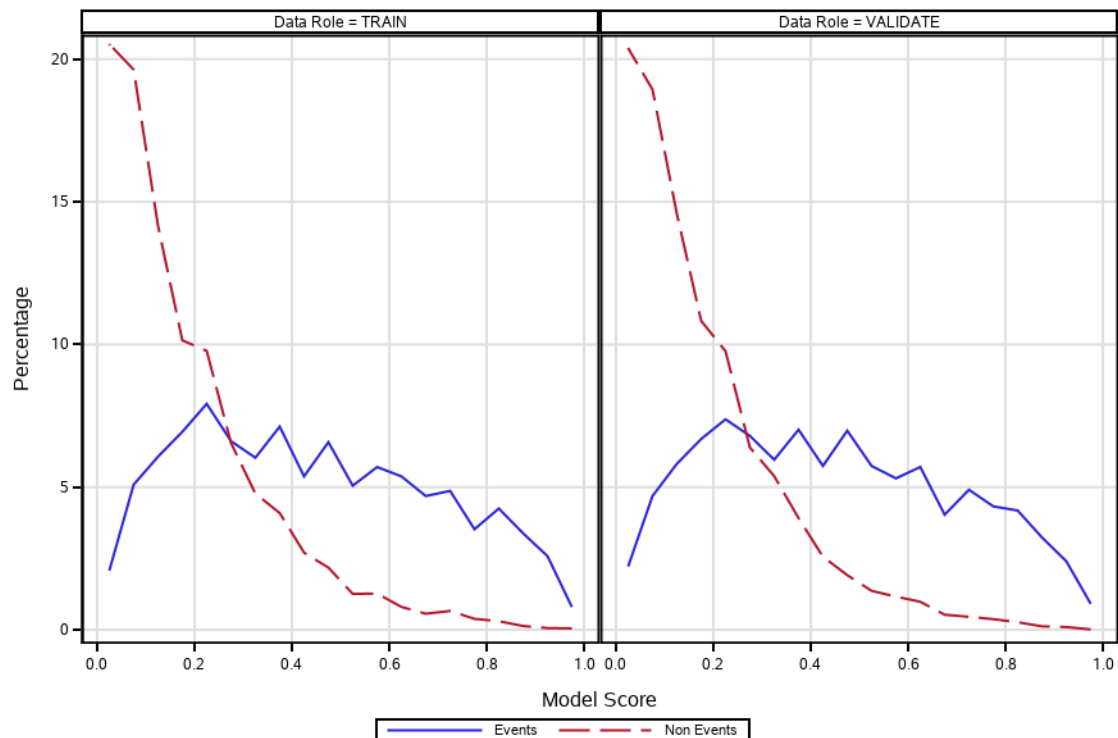


Effect Number	Variable	Level	Coefficient	T-value	P Value	Effect Number	Variable	Level	Coefficient	T-value	P Value
1	IMP_LOG_DemAffl		2.51653	28.2858	0.000000	6	M_DemGender	0	-0.21017	-2.3054	0.02114
2	IMP_DemGender	F	0.95089	16.7769	0.000000	7	M_LOG_DemAffl	0	-0.18214	-3.3268	0.00088
3	Intercept	1	0.90394	2.0586	0.039531	8	IMP_DemGender	M	0.08046	1.2974	0.19448
4	M_DemAge	0	-0.26983	-5.5013	0.000000	9	IMP_DemAge*IMP_DemAge		0.00191	13.2508	0.00000
5	IMP_DemAge		-0.25249	-16.5616	0.000000

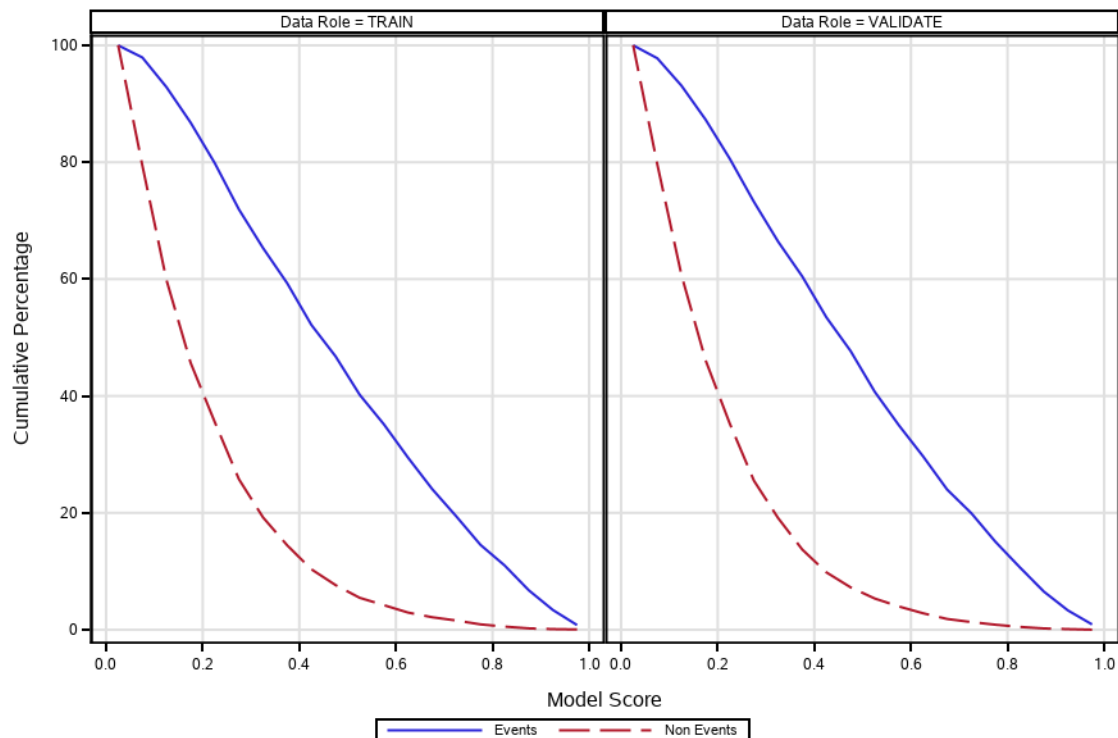




SAS Enterprise Miner Report
Node=Polynomial Regression
Score Distributions where TARGET='TargetBuy'



SAS Enterprise Miner Report
Node=Polynomial Regression
Score Distributions where TARGET='TargetBuy'



Node=Polynomial Regression
Score Distributions

Target Variable=TargetBuy Data Role=TRAIN

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	22	0.79913	0.0479	0.799	0.048
0.90-0.95	71	2.57900	0.0598	3.378	0.108
0.85-0.90	93	3.37813	0.1316	6.756	0.239
0.80-0.85	117	4.24991	0.2991	11.006	0.538
0.75-0.80	97	3.52343	0.3828	14.530	0.921
0.70-0.75	134	4.86742	0.6580	19.397	1.579
0.65-0.70	129	4.68580	0.5623	24.083	2.141
0.60-0.65	148	5.37595	0.8015	29.459	2.943
0.55-0.60	157	5.70287	1.2681	35.162	4.211
0.50-0.55	139	5.04904	1.2561	40.211	5.467
0.45-0.50	181	6.57465	2.1773	46.785	7.644
0.40-0.45	148	5.37595	2.7037	52.161	10.348
0.35-0.40	196	7.11951	4.0914	59.281	14.440
0.30-0.35	166	6.02979	4.7733	65.311	19.213
0.25-0.30	182	6.61097	6.5438	71.922	25.757
0.20-0.25	218	7.91863	9.7739	79.840	35.531
0.15-0.20	191	6.93789	10.1448	86.778	45.675
0.10-0.15	167	6.06611	14.1644	92.844	59.840
0.05-0.10	140	5.08536	19.6315	97.930	79.471
0.00-0.05	57	2.07047	20.5288	100.000	100.000

Target Variable=TargetBuy Data Role=VALIDATE

Posterior Probability Range	Number of Events	Percentage of Events	Percentage of Nonevents	Cumulative Percentage of Events	Cumulative Percentage of Nonevents
0.95-1.00	25	0.90843	0.0120	0.908	0.012
0.90-0.95	66	2.39826	0.0957	3.307	0.108
0.85-0.90	89	3.23401	0.1196	6.541	0.227
0.80-0.85	115	4.17878	0.2632	10.719	0.490
0.75-0.80	119	4.32413	0.3709	15.044	0.861
0.70-0.75	135	4.90552	0.4546	19.949	1.316
0.65-0.70	111	4.03343	0.5264	23.983	1.842
0.60-0.65	157	5.70494	0.9810	29.688	2.823
0.55-0.60	146	5.30523	1.1604	34.993	3.984
0.50-0.55	158	5.74128	1.3638	40.734	5.348
0.45-0.50	192	6.97674	1.9141	47.711	7.262
0.40-0.45	158	5.74128	2.5601	53.452	9.822
0.35-0.40	193	7.01308	3.9120	60.465	13.734
0.30-0.35	164	5.95930	5.3834	66.424	19.117
0.25-0.30	187	6.79506	6.3883	73.219	25.505
0.20-0.25	203	7.37645	9.7619	80.596	35.267
0.15-0.20	184	6.68605	10.8267	87.282	46.094
0.10-0.15	160	5.81395	14.5831	93.096	60.677
0.05-0.10	129	4.68750	18.9377	97.783	79.615
0.00-0.05	61	2.21657	20.3852	100.000	100.000

End of Report