

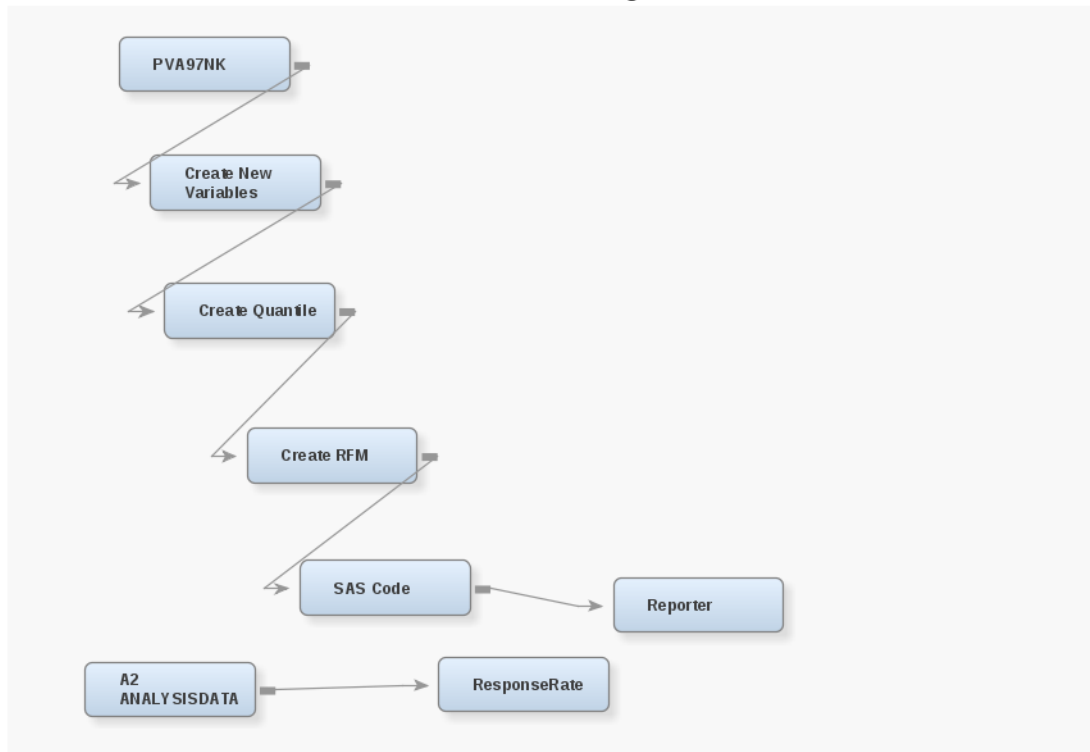
SAS Enterprise Miner Report

User = karawu0
Date = 02:40:40 February 22
Project = Assignment 2
Diagram = A2

Start Node = Report
Node label = Reporter
Nodes = ALL
Showall = N

Format = PDF
Style = LISTING

SAS Enterprise Miner Report Process Flow Diagram



SAS Enterprise Miner Report

Node=PVA97NK
Summary

Node id = lds
Node label = PVA97NK
Meta path = lds
Notes =

Node=PVA97NK
Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	DataSource		DsCreatedBy	karawu0		NBytes	2098176	.
ApplyIntervalLevelLowerLimit	Y		DsId	pvan		NCols	28	.
ApplyMaxClassLevels	Y		DsModifiedBy	karawu0		NObs	9686	.
ApplyMaxPercentMissing	Y		DsModifyDate	1771722743.2		NewTable		
CMeta	WORK.M3UXYCPJ		DsSampleName			NewVariableRole	REJECT	
ComputeStatistics	N		DsSampleSize			OutputType	VIEW	
DBPassThrough	Y		DsSampleSizeType			Role	RAW	TRAIN
Data	AAEM.PVA97NK		DsScope	LOCAL		Sample	D	
DataSelection	DATASOURCE		IdentifyEmptyColumns	Y		SampleSizeObs	10000	
DataSource	pvan		IntervalLowerLimit	20		SampleSizePercent	20	
DataSourceRole	RAW		Library	AAEM		SampleSizeType	PERCENT	
Description			MaxClassLevels	20		Scope	LOCAL	
DropMapVariables	Y		MaxPercentMissing	50		Segment		
DsCreateDate	1771722743.1		MetaAdvisor	BASIC		Table	PVA97NK	

Node=PVA97NK
Data Attributes

Attribute	Value	Attribute	Value	Attribute	Value
Data Name	PVA97NK	Date Created	02Apr2012:18:02:37	Data Size	2098176
Data Type	DATA	Date Modified	02Apr2012:18:02:37	Role	RAW
Data Label		Number Rows	9686	Segment	
Engine	BASE	Number Columns	28	Data Library	AAEM

Node=PVA97NK
Variables List

Name	Label	Role	Level	Type	Length	Format	Creator
DemAge	Age	INPUT	INTERVAL	N	8		
DemCluster	Demographic Cluster	INPUT	NOMINAL	C	2		
DemGender	Gender	INPUT	NOMINAL	C	3		
DemHomeOwner	Home Owner	INPUT	BINARY	C	3		
DemMedHomeValue	Median Home Value Region	INPUT	INTERVAL	N	8	DOLLAR11.0	
DemMedIncome	Median Income Region	INPUT	INTERVAL	N	8	DOLLAR11.0	
DemPctVeterans	Percent Veterans Region	INPUT	INTERVAL	N	8		
GiftAvg36	Gift Amount Average 36 Months	INPUT	INTERVAL	N	8	DOLLAR9.2	
GiftAvgAll	Gift Amount Average All Months	INPUT	INTERVAL	N	8	DOLLAR9.2	
GiftAvgCard36	Gift Amount Average Card 36 Months	INPUT	INTERVAL	N	8	DOLLAR9.2	
GiftAvgLast	Gift Amount Last	INPUT	INTERVAL	N	8	DOLLAR9.2	

Name	Label	Role	Level	Type	Length	Format	Creator
GiftCnt36	Gift Count 36 Months	INPUT	INTERVAL	N	8		
GiftCntAll	Gift Count All Months	INPUT	INTERVAL	N	8		
GiftCntCard36	Gift Count Card 36 Months	INPUT	INTERVAL	N	8		
GiftCntCardAll	Gift Count Card All Months	INPUT	INTERVAL	N	8		
GiftTimeFirst	Time Since First Gift	INPUT	INTERVAL	N	8		
GiftTimeLast	Time Since Last Gift	INPUT	INTERVAL	N	8		
ID	Control Number	ID	NOMINAL	C	8		
PromCnt12	Promotion Count 12 Months	INPUT	INTERVAL	N	8		
PromCnt36	Promotion Count 36 Months	INPUT	INTERVAL	N	8		
PromCntAll	Promotion Count All Months	INPUT	INTERVAL	N	8		
PromCntCard12	Promotion Count Card 12 Months	INPUT	INTERVAL	N	8		
PromCntCard36	Promotion Count Card 36 Months	INPUT	INTERVAL	N	8		
PromCntCardAll	Promotion Count Card All Months	INPUT	INTERVAL	N	8		
StatusCat96NK	Status Category 96NK	INPUT	NOMINAL	C	5		
StatusCatStarAll	Status Category Star All Months	INPUT	BINARY	N	8		
TargetB	Target Gift Flag	TARGET	BINARY	N	8		
TargetD	Target Gift Amount	REJECTED	INTERVAL	N	8	DOLLAR9.2	

SAS Enterprise Miner Report

Node=Create New Variables Summary

Node id = Trans
Node label = Create New Variables
Meta path = Ids => Trans
Notes =

Node=Create New Variables Properties

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

Node=Create New Variables Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetB
REJECTED	INTERVAL	1	TargetD
INPUT	BINARY	2	DemHomeOwner StatusCatStarAll
INPUT	INTERVAL	20	DemAge DemMedHomeValue DemMedIncome DemPctVeterans GiftAvg36 GiftAvgAll GiftAvgCard36 GiftAvgLast GiftCnt36 GiftCntAll GiftCntCard36 GiftCntCardAll GiftTimeFirst GiftTimeLast PromCnt12 PromCnt36 ...
INPUT	NOMINAL	3	DemCluster DemGender StatusCat96NK

Node=Create New Variables Transformations Statistics

Source	Method	Variable Name	Formula	Number of Levels	Non Missing	Missing	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis	Label
Input	Original	GiftAvgAll		.	9686	0	1.5	450.00	12.489	9.209	14.4865	561.755	Gift Amount Average All Months
Input	Original	GiftCntAll		.	9686	0	1.0	91.00	10.508	8.993	1.8631	6.048	Gift Count All Months
Input	Original	GiftTimeLast		.	9686	0	4.0	27.00	18.002	4.074	-0.7780	2.469	Time Since Last Gift
Output	Formula	GiftTimeLast_Rev	GiftTimeLast * -1	.	9686	0	-27.0	-4.00	-18.002	4.074	0.7780	2.469	
Output	Formula	MonValue	GiftAvgAll*GiftCntAll	.	9686	0	15.0	3774.81	107.064	112.017	7.8387	160.023	

SAS Enterprise Miner Report

Node=Create RFM
Summary

Node id = Trans3
Node label = Create RFM
Meta path = Ids => Trans => Trans2 => Trans3
Notes =

Node=Create RFM
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=Create RFM
Variable Summary

Role	Level	Frequency Count	Name
TARGET	BINARY	1	TargetB
REJECTED	INTERVAL	2	GiftTimeLast TargetD
INPUT	BINARY	2	DemHomeOwner StatusCatStarAll
INPUT	INTERVAL	18	DemAge DemMedHomeValue DemMedIncome DemPctVeterans GiftAvg36 GiftAvgAll GiftAvgCard36 GiftAvgLast GiftCnt36 GiftCntCard36 GiftCntCardAll GiftTimeFirst PromCnt12 PromCnt36 PromCntAll PromCntCard12 ...
INPUT	NOMINAL	6	DemCluster DemGender PCTL_GiftCntAll PCTL_GiftTimeLast_Rev PCTL_MonValue StatusCat96NK

Node=Create RFM
Transformations Statistics

Source	Method	Variable Name	Formula
Input	Original	PCTL_GiftCntAll	
Input	Original	PCTL_GiftTimeLast_Rev	
Input	Original	PCTL_MonValue	
Output	Formula	RFM	substr(pctl_gifttimelast_rev,1,2) substr(pctl_giftcntall,1,2) substr(pctl_monvalue,1,2)

Number of Levels	Non Missing	Missing	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis	Label
5	.	0	Transformed: Gift Count All Months
5	.	0	Transformed GiftTimeLast_Rev
5	.	0	Transformed MonValue
116	.	0	

SAS Enterprise Miner Report

Node=SAS Code Summary

Node id = EMCODE
 Node label = SAS Code
 Meta path = Ids => Trans => Trans2 => Trans3 => EMCODE
 Notes =

Node=SAS Code Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	SASCode		PublishCode	PUBLISH		ToolType	UTILITY	
MetaAdvisor	BASIC		ScoreCodeFormat	DATASTEP		UsePriors	Y	

Node=SAS Code Variable Summary

Role	Level	Frequency Count	Name
INPUT	BINARY	2	DemHomeOwner StatusCatStarAll
INPUT	INTERVAL	19	DemAge DemMedHomeValue DemMedIncome DemPctVeterans GiftAvg36 GiftAvgAll GiftAvgCard36 GiftAvgLast GiftCnt36 GiftCntCard36 GiftCntCardAll GiftTimeFirst PromCnt12 PromCnt36 PromCntAll PromCntCard12 ...
INPUT	NOMINAL	6	DemCluster DemGender PCTL_GiftCntAll PCTL_GiftTimeLast_Rev PCTL_MonValue StatusCat96NK

SAS Enterprise Miner Report

Node=ResponseRate
Summary

Node id = Trans4
Node label = ResponseRate
Meta path = Ids2 => Trans4
Notes =

Node=ResponseRate
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=ResponseRate
Variable Summary

Role	Level	Frequency Count	Name
INPUT	INTERVAL	2	NonRespondents Respondents

Node=ResponseRate
Transformations Statistics

Source	Method	Variable Name	Formula	Number of Levels
Input	Original	NonRespondents		.
Input	Original	Respondents		.
Output	Formula	ResponseRate	(Respondents/(NonRespondents+Respondents))*100	.

Non Missing	Missing	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis	Label
116	0	0	218	41.7500	44.2901	1.51589	2.47279	
116	0	0	305	41.7500	44.6961	2.20144	9.22717	
116	0	0	100	49.0929	19.7356	-0.23843	2.06858	

SAS Enterprise Miner Report

Node=A2ANALYSISDATA
Summary

Node id = lds2
Node label = A2ANALYSISDATA
Meta path = lds2
Notes =

Node=A2ANALYSISDATA
Properties

Property	Value	Default	Property	Value	Default	Property	Value	Default
Component	DataSource		DsCreatedBy	karawu0		NBytes	132096	.
ApplyIntervalLevelLowerLimit	Y		DsId	aanalysisdata		NCols	3	.
ApplyMaxClassLevels	Y		DsModifiedBy	karawu0		NObs	116	.
ApplyMaxPercentMissing	Y		DsModifyDate	1771725920.9		NewTable		
CMeta	WORK.M10QYZ12		DsSampleName			NewVariableRole	REJECT	
ComputeStatistics	N		DsSampleSize			OutputType	VIEW	
DBPassThrough	Y		DsSampleSizeType			Role	RAW	TRAIN
Data	A2.A2ANALYSISDATA		DsScope	LOCAL		Sample	D	
DataSelection	DATASOURCE		IdentifyEmptyColumns	Y		SampleSizeObs	10000	
DataSource	aanalysisdata		IntervalLowerLimit	20		SampleSizePercent	20	
DataSourceRole	RAW		Library	A2		SampleSizeType	PERCENT	
Description			MaxClassLevels	20		Scope	LOCAL	
DropMapVariables	Y		MaxPercentMissing	50		Segment		
DsCreateDate	1771725920.9		MetaAdvisor	BASIC		Table	A2ANALYSISDATA	

Node=A2ANALYSISDATA
Data Attributes

Attribute	Value	Attribute	Value	Attribute	Value
Data Name	A2ANALYSISDATA	Date Created	22Feb2016:02:03:21	Data Size	132096
Data Type	DATA	Date Modified	22Feb2016:02:03:21	Role	RAW
Data Label		Number Rows	116	Segment	
Engine	BASE	Number Columns	3	Data Library	A2

Node=A2ANALYSISDATA
Variables List

Name	Label	Role	Level	Type	Length	Format	Creator
NonRespondents		INPUT	INTERVAL	N	8		
RFM		TEXT	NOMINAL	C	108		
Respondents		INPUT	INTERVAL	N	8		