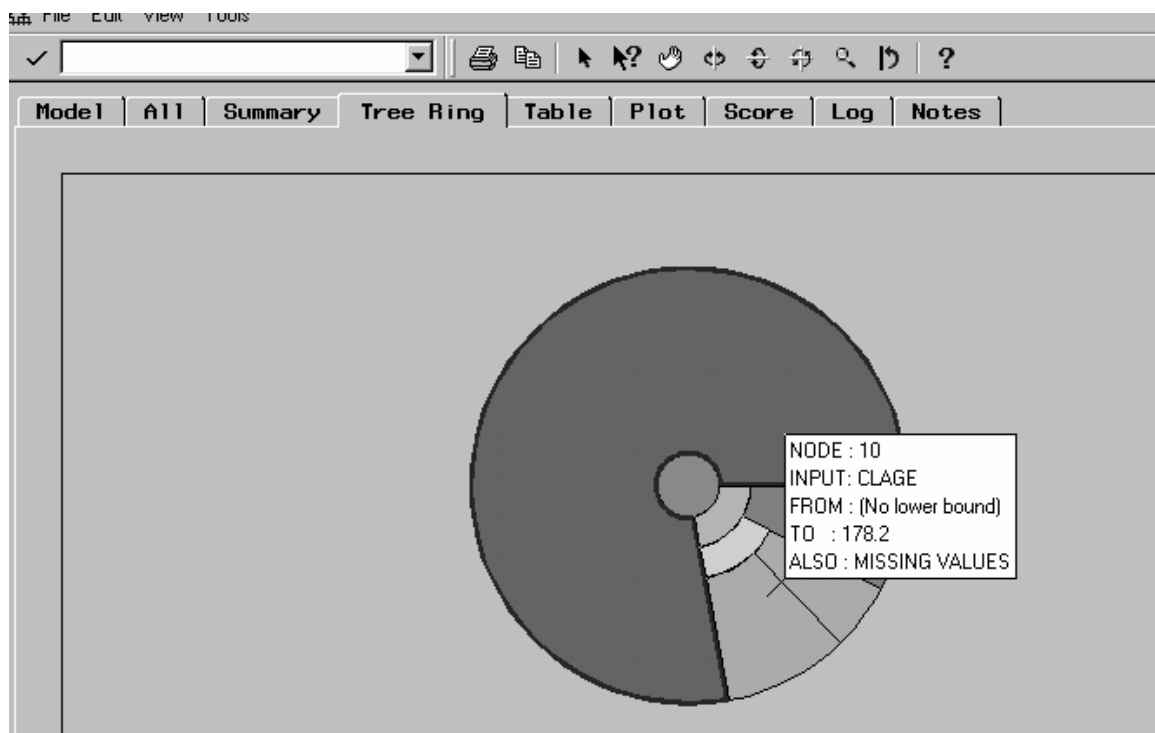
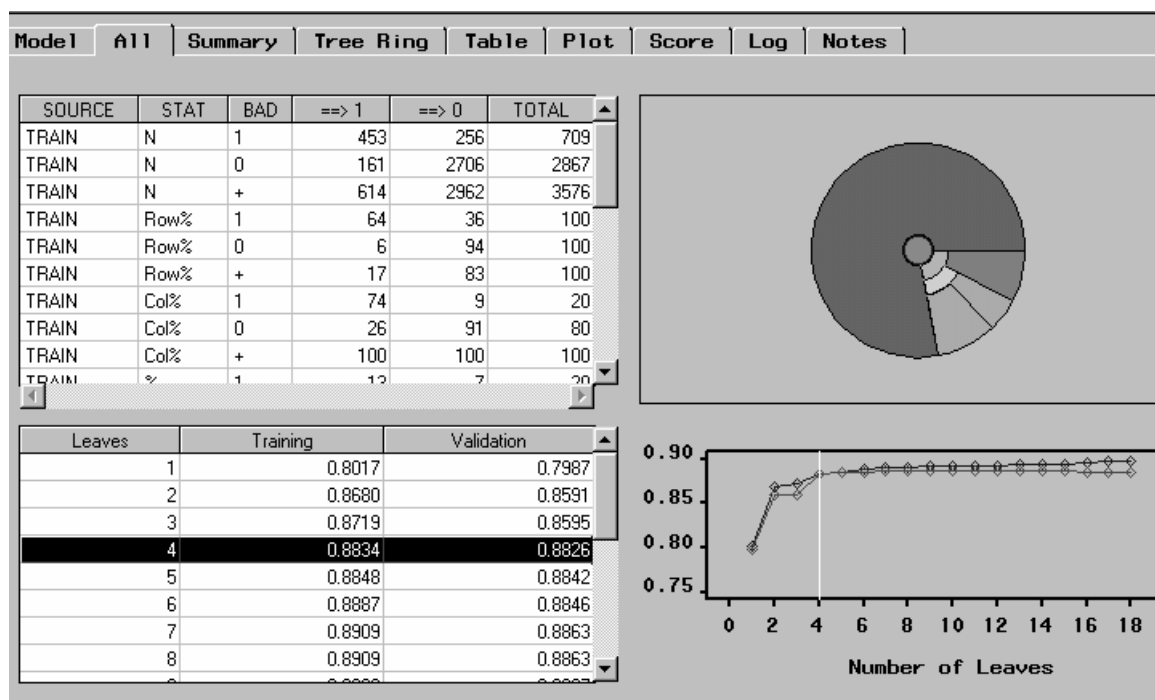
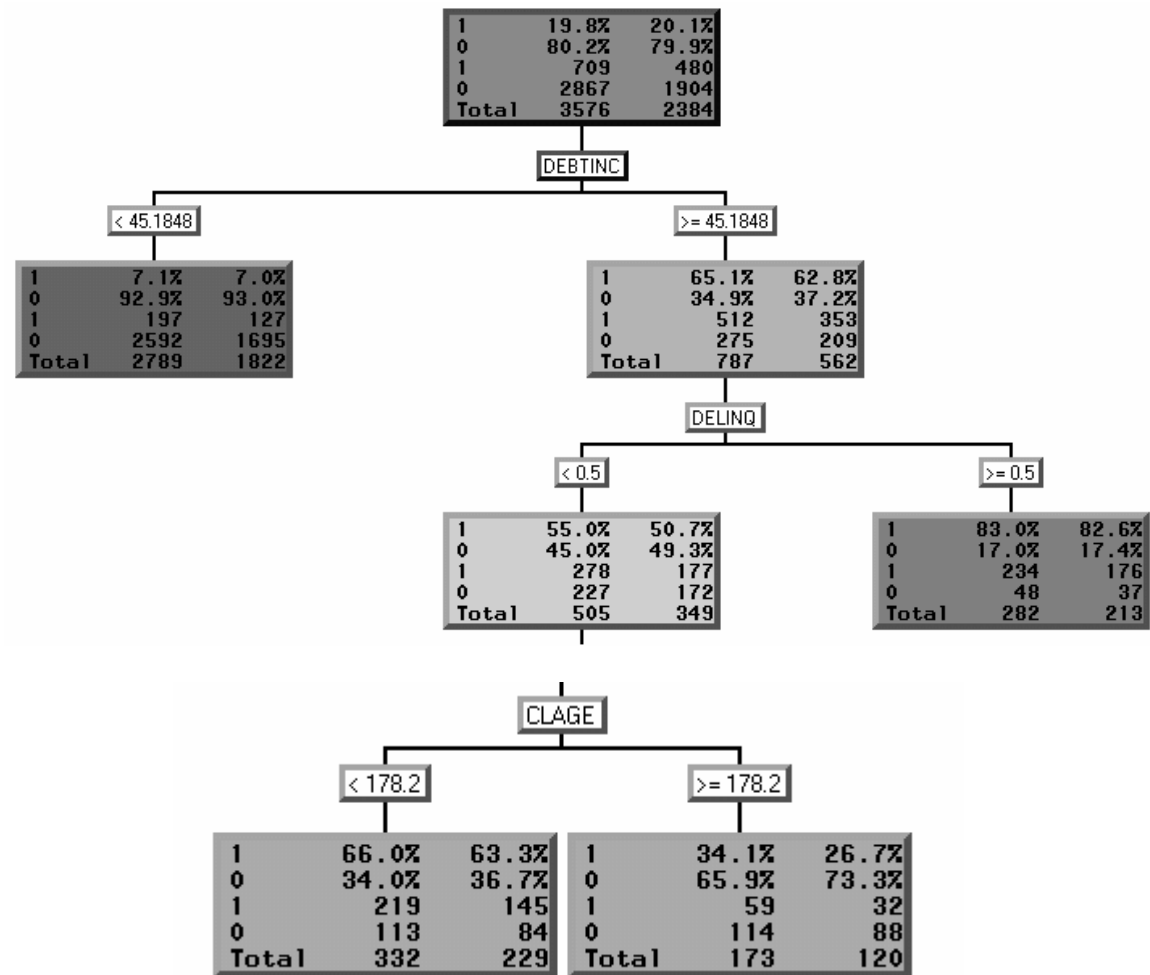






Model						All	Summary	Tree Ring	Table	Plot	Score	Log	Notes		
SOURCE						STAT		BAD		==> 1		==> 0		TOTAL	
TRAIN						N		1		453		256		709	
TRAIN						N		0		161		2706		2867	
TRAIN						N		+		614		2962		3576	
TRAIN						Row%		1		64		36		100	
TRAIN						Row%		0		6		94		100	
TRAIN						Row%		+		17		83		100	
TRAIN						Col%		1		74		9		20	
TRAIN						Col%		0		26		91		80	
TRAIN						Col%		+		100		100		100	
TRAIN						%		1		13		7		20	
TRAIN						%		0		5		76		80	
TRAIN						%		+		17		83		100	
VALID						N		1		321		159		480	
VALID						N		0		121		1783		1904	
VALID						N		+		442		1942		2384	
VALID						Row%		1		67		33		100	
VALID						Row%		0		6		94		100	
VALID						Row%		+		19		81		100	
VALID						Col%		1		73		8		20	

SOURCE	STAT	BAD	==> 1	==> 0	TOTAL
VALID	Col%	1	73	8	20
VALID	Col%	0	27	92	80
VALID	Col%	+	100	100	100
VALID	%	1	13	7	20
VALID	%	0	5	75	80
VALID	%	+	19	81	100

	Model ID	Expected Profit at Cutoff	Posterior Probability Cutoff (Event)	Modeling Tool	Number of Observations in each Group	Percentile	Captured Response Rate (%)	Lift Value	Response Rate (%)	Cumulative Captured Response Rate (%)	C
1	Baseline	.	.	Baseline	119.2	5	5.000	1.000	20.134	5.000	
2	Baseline	.	.	Baseline	119.2	10	5.000	1.000	20.134	10.000	
3	Baseline	.	.	Baseline	119.2	15	5.000	1.000	20.134	15.000	
4	Baseline	.	.	Baseline	119.2	20	5.000	1.000	20.134	20.000	
5	Baseline	.	.	Baseline	119.2	25	5.000	1.000	20.134	25.000	
6	Baseline	.	.	Baseline	119.2	30	5.000	1.000	20.134	30.000	
7	Baseline	.	.	Baseline	119.2	35	5.000	1.000	20.134	35.000	
8	Baseline	.	.	Baseline	119.2	40	5.000	1.000	20.134	40.000	
9	Baseline	.	.	Baseline	119.2	45	5.000	1.000	20.134	45.000	
10	Baseline	.	.	Baseline	119.2	50	5.000	1.000	20.134	50.000	
11	Baseline	.	.	Baseline	119.2	55	5.000	1.000	20.134	55.000	
12	Baseline	.	.	Baseline	119.2	60	5.000	1.000	20.134	60.000	
13	Baseline	.	.	Baseline	119.2	65	5.000	1.000	20.134	65.000	
14	Baseline	.	.	Baseline	119.2	70	5.000	1.000	20.134	70.000	
15	Baseline	.	.	Baseline	119.2	75	5.000	1.000	20.134	75.000	
16	Baseline	.	.	Baseline	119.2	80	5.000	1.000	20.134	80.000	
17	Baseline	.	.	Baseline	119.2	85	5.000	1.000	20.134	85.000	
18	Baseline	.	.	Baseline	119.2	90	5.000	1.000	20.134	90.000	
19	Baseline	.	.	Baseline	119.2	95	5.000	1.000	20.134	95.000	
20	Baseline	.	.	Baseline	119.2	100	5.000	1.000	20.134	100.000	
21	_A000001	0.829787234	0.660	Tree	119.2	5	20.520	4.104	82.629	20.520	

	Model ID	Expected Profit at Cutoff	Posterior Probability Cutoff (Event)	Modeling Tool	Number of Observations in each Group	Percentile	Captured Response Rate (%)	Lift Value	Response Rate (%)	Cumulative Captured Response Rate (%)	C
21	_A000001	0.829787234	0.660	Tree	119.2	5	20.520	4.104	82.629	20.520	
22	_A000001	0.6596385542	0.341	Tree	119.2	10	19.498	3.900	78.514	40.017	
23	_A000001	0.6596385542	0.341	Tree	119.2	15	15.724	3.145	63.319	55.741	
24	_A000001	0.3410404624	0.071	Tree	119.2	20	13.067	2.613	52.618	68.808	
25	_A000001	0.0706346361	0.071	Tree	119.2	25	5.227	1.045	21.049	74.035	
26	_A000001	0.0706346361	0.071	Tree	119.2	30	1.731	0.346	6.970	75.766	
27	_A000001	0.0706346361	0.071	Tree	119.2	35	1.731	0.346	6.970	77.497	
28	_A000001	0.0706346361	0.071	Tree	119.2	40	1.731	0.346	6.970	79.228	
29	_A000001	0.0706346361	0.071	Tree	119.2	45	1.731	0.346	6.970	80.959	
30	_A000001	0.0706346361	0.071	Tree	119.2	50	1.731	0.346	6.970	82.690	
31	_A000001	0.0706346361	0.071	Tree	119.2	55	1.731	0.346	6.970	84.421	
32	_A000001	0.0706346361	0.071	Tree	119.2	60	1.731	0.346	6.970	86.152	
33	_A000001	0.0706346361	0.071	Tree	119.2	65	1.731	0.346	6.970	87.883	
34	_A000001	0.0706346361	0.071	Tree	119.2	70	1.731	0.346	6.970	89.614	
35	_A000001	0.0706346361	0.071	Tree	119.2	75	1.731	0.346	6.970	91.345	
36	_A000001	0.0706346361	0.071	Tree	119.2	80	1.731	0.346	6.970	93.076	
37	_A000001	0.0706346361	0.071	Tree	119.2	85	1.731	0.346	6.970	94.807	
38	_A000001	0.0706346361	0.071	Tree	119.2	90	1.731	0.346	6.970	96.538	
39	_A000001	0.0706346361	0.071	Tree	119.2	95	1.731	0.346	6.970	98.269	
40	_A000001	0.0706346361	0.071	Tree	119.2	100	1.731	0.346	6.970	100.000	

	Cumulative Lift Value	Cumulative Response Rate (%)	proftype	Cumulative Profit Per Observation	Cumulative Return on Investment	Average Profit Per Observation	Tprofit	Return on Investment	Tprofitc	Model Name
1	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	24	Baseline
2	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	48	Baseline
3	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	72	Baseline
4	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	96	Baseline
5	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	120	Baseline
6	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	144	Baseline
7	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	168	Baseline
8	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	192	Baseline
9	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	216	Baseline
10	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	240	Baseline
11	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	264	Baseline
12	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	288	Baseline
13	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	312	Baseline
14	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	336	Baseline
15	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	360	Baseline
16	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	384	Baseline
17	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	408	Baseline
18	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	432	Baseline
19	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	456	Baseline
20	1.000	20.134	PROFIT	0.2013422819	.	0.2013422819	24	.	480	Baseline
21	4.104	82.629	PROFIT	0.8262910798	.	0.8262910798	98.493897	.	98.493896714	model1

	Cumulative Lift Value	Cumulative Response Rate (%)	proftype	Cumulative Profit Per Observation	Cumulative Return on Investment	Average Profit Per Observation	Tprofit	Return on Investment	Tprofitc	Model Name
21	4.104	82.629	PROFIT	0.8262910798	.	0.8262910798	98.493897	.	98.493896714	model1
22	4.002	80.572	PROFIT	0.8057171537	.	0.7851432275	93.589073	.	192.08296943	model1
23	3.716	74.821	PROFIT	0.7482073601	.	0.6331877729	75.475983	.	267.55895197	model1
24	3.440	69.270	PROFIT	0.6927013423	.	0.5261832889	62.721048	.	330.28	model1
25	2.961	59.626	PROFIT	0.5962582603	.	0.2104859326	25.089923	.	355.36992316	model1
26	2.526	50.850	PROFIT	0.508499154	.	0.0697036224	8.3086718	.	363.67859495	model1
27	2.214	44.581	PROFIT	0.4458140781	.	0.0697036224	8.3086718	.	371.98726674	model1
28	1.981	39.880	PROFIT	0.3988002711	.	0.0697036224	8.3086718	.	380.29593853	model1
29	1.799	36.223	PROFIT	0.3622339768	.	0.0697036224	8.3086718	.	388.60461032	model1
30	1.654	33.298	PROFIT	0.3329809414	.	0.0697036224	8.3086718	.	396.91328211	model1
31	1.535	30.905	PROFIT	0.3090466396	.	0.0697036224	8.3086718	.	405.2219539	model1
32	1.436	28.910	PROFIT	0.2891013882	.	0.0697036224	8.3086718	.	413.53062569	model1
33	1.352	27.222	PROFIT	0.272224637	.	0.0697036224	8.3086718	.	421.83929748	model1
34	1.280	25.776	PROFIT	0.2577588502	.	0.0697036224	8.3086718	.	430.14796926	model1
35	1.218	24.522	PROFIT	0.245221835	.	0.0697036224	8.3086718	.	438.45664105	model1
36	1.163	23.425	PROFIT	0.2342519468	.	0.0697036224	8.3086718	.	446.76531284	model1
37	1.115	22.457	PROFIT	0.2245726336	.	0.0697036224	8.3086718	.	455.07398463	model1
38	1.073	21.597	PROFIT	0.2159687996	.	0.0697036224	8.3086718	.	463.38265642	model1
39	1.034	20.827	PROFIT	0.2082706324	.	0.0697036224	8.3086718	.	471.69132821	model1
40	1.000	20.134	PROFIT	0.2013422819	.	0.0697036224	8.3086718	.	480	model1

Percentile

Capture Response : Rate (%)

(Percentile)

$$5 \% \quad \frac{119,2}{213} \times \frac{176}{480} = 20,520$$

$$10 \% \quad \frac{213-119,2}{213} \times \frac{176}{480} + \frac{238,4-213}{229} \times \frac{145}{480} = 19,498$$

$$90 \% \quad \frac{119,2}{1822} \times \frac{127}{480} = 1,731$$

Lift Value : Model Response Rate (%) / Baseline Response Rate (%)

Response Rate :

(Percentile)

$$5 \% \quad \frac{176}{213} = 82,629$$

$$10 \% \quad \frac{213-119,2}{119,2} \times \frac{176}{213} + \frac{238,4-213}{119,2} \times \frac{145}{229} = 78,514$$

$$90 \% \quad \frac{127}{1822} = 6,970$$

Cumulative Lift Value : Model Cumulative Response Rate / Baseline Cumulative Response Rate

Cumulative Response Rate :

(Percentile)

$$5 \% \quad \frac{176}{213} = 82,629\%$$

$$10 \% \quad \frac{213}{238,4} \times \frac{176}{213} + \frac{238,4-213}{238,4} \times \frac{145}{229} = 80,572\%$$

$$90 \% \quad \frac{213}{2145,6} \times \frac{176}{213} + \frac{229}{2145,6} \times \frac{145}{229} + \frac{120}{2145,6} \times \frac{32}{120} + \frac{2145,6 - (213 + 229 + 120)}{2145,6} \times \frac{127}{1822} = 21,597\%$$

Tprofit : average profit per observation * nbr observations

(Percentile)

$$5 \% \quad 0,82629 \times 119,2 = 98,4938$$

$$10 \% \quad 0,78514 \times 119,2 = 93,589$$

$$90 \% \quad 0,06970 \times 119,2 = 8,30867$$

Tprofitc : $\sum$ Tprofit

(Percentile)

$$5 \% \quad = 98,4938$$

$$10 \% \quad = 98,4938 + 93,589 = 192,08297$$

$$90 \% \quad = 98,4938 + 933,589 + \dots + 8,30867 = 463,3826$$