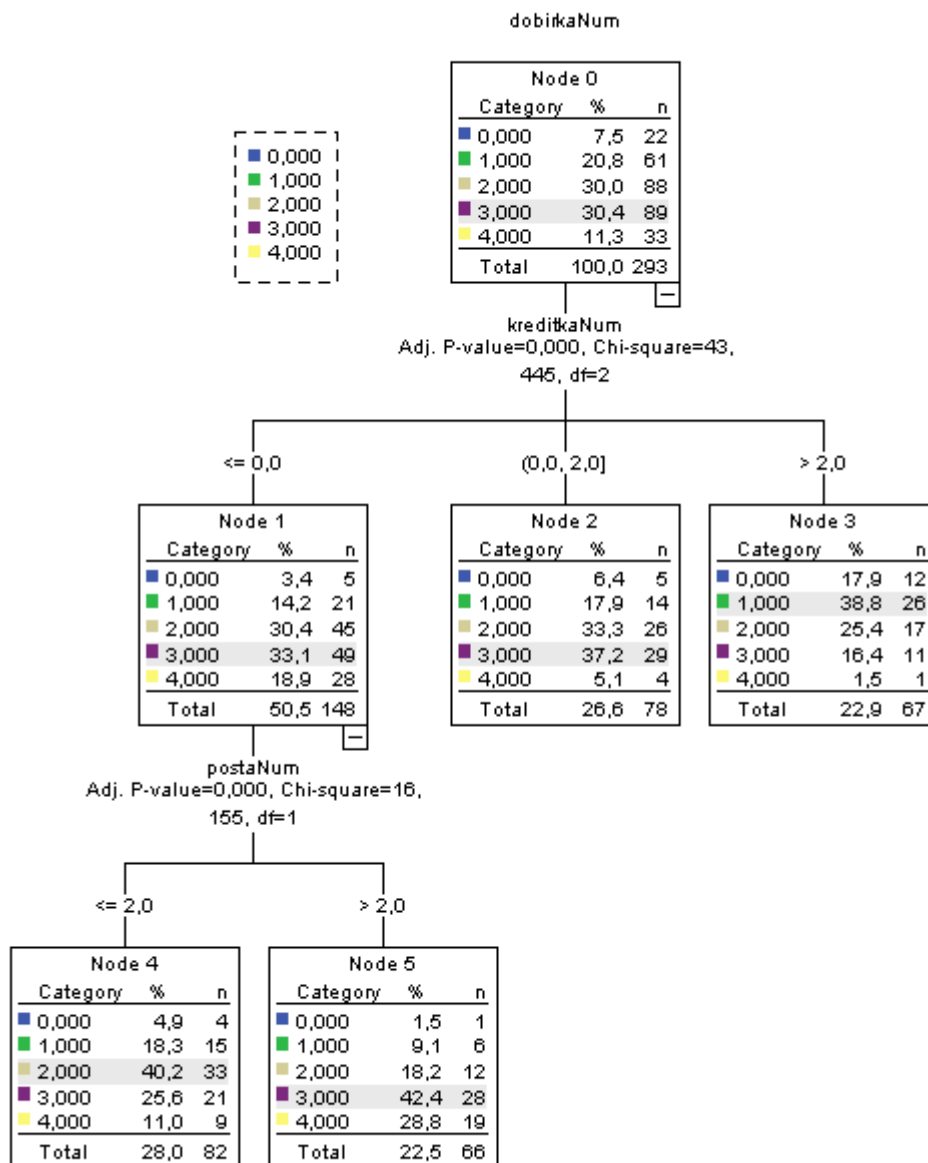


Příloha č. 3: Rozhodovací stromy 1

Dobírka

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	dobirkaNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNum, pplNum, osobniNum, postomatNum, Jste:, kreditkaNum, vekCat, notebookNum	
	Validation	None	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		100
Results	Minimum Cases in Child Node		50
	Independent Variables Included	kreditkaNum, postaNum	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2



Risk

Estimate	Std. Error
,604	,029

Growing Method: CHAID
Dependent Variable:
dobirkaNum

Classification

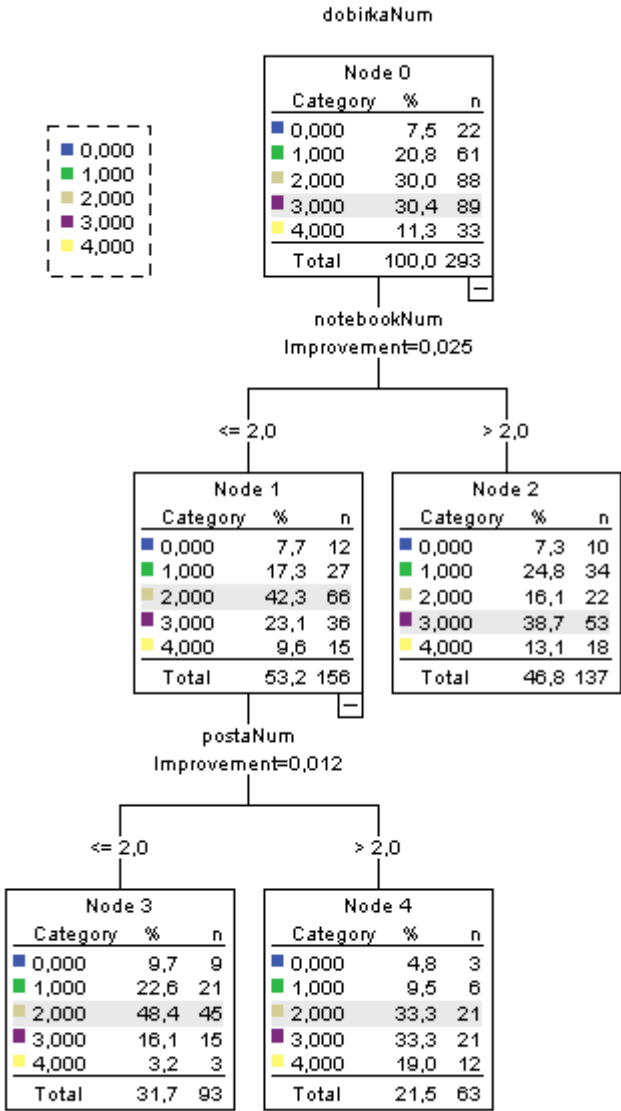
Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	12	4	6	0	0,0%
1	0	26	15	20	0	42,6%
2	0	17	33	38	0	37,5%
3	0	11	21	57	0	64,0%
4	0	1	9	23	0	0,0%
Overall Percentage	0,0%	22,9%	28,0%	49,1%	0,0%	39,6%

Growing Method: CHAID

Dependent Variable: dobirkaNum

Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	dobirkaNum
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNu, pplNum, osobniNum, postomatNum, Jste:, kreditkaNum, vekCat, notebookNum
	Validation	None
	Maximum Tree Depth	5
Results	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	50
	Independent Variables Included	notebookNum, elektronikaNum, pplNum, telefonNum, vekCat, knihyPapNum, paypalNum, payUnum, hudbaMP3Num, SWNum, kreditkaNum, tabletNum, knihyEINum, potravinyNum, listkyNum, postaNu, hudbaCDNum, filmOnlineNum, osobniNum, obleceniNum, filmDVDNum, postomatNum, jineNum, pcNum
	Number of Nodes	5
	Number of Terminal Nodes	3
	Depth	2



Risk

Estimate	Std. Error
,594	,029

Growing Method: CRT
 Dependent Variable:
 dobirkaNum

Classification

Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	0	12	10	0	0,0%
1	0	0	27	34	0	0,0%
2	0	0	66	22	0	75,0%
3	0	0	36	53	0	59,6%
4	0	0	15	18	0	0,0%
Overall Percentage	0,0%	0,0%	53,2%	46,8%	0,0%	40,6%

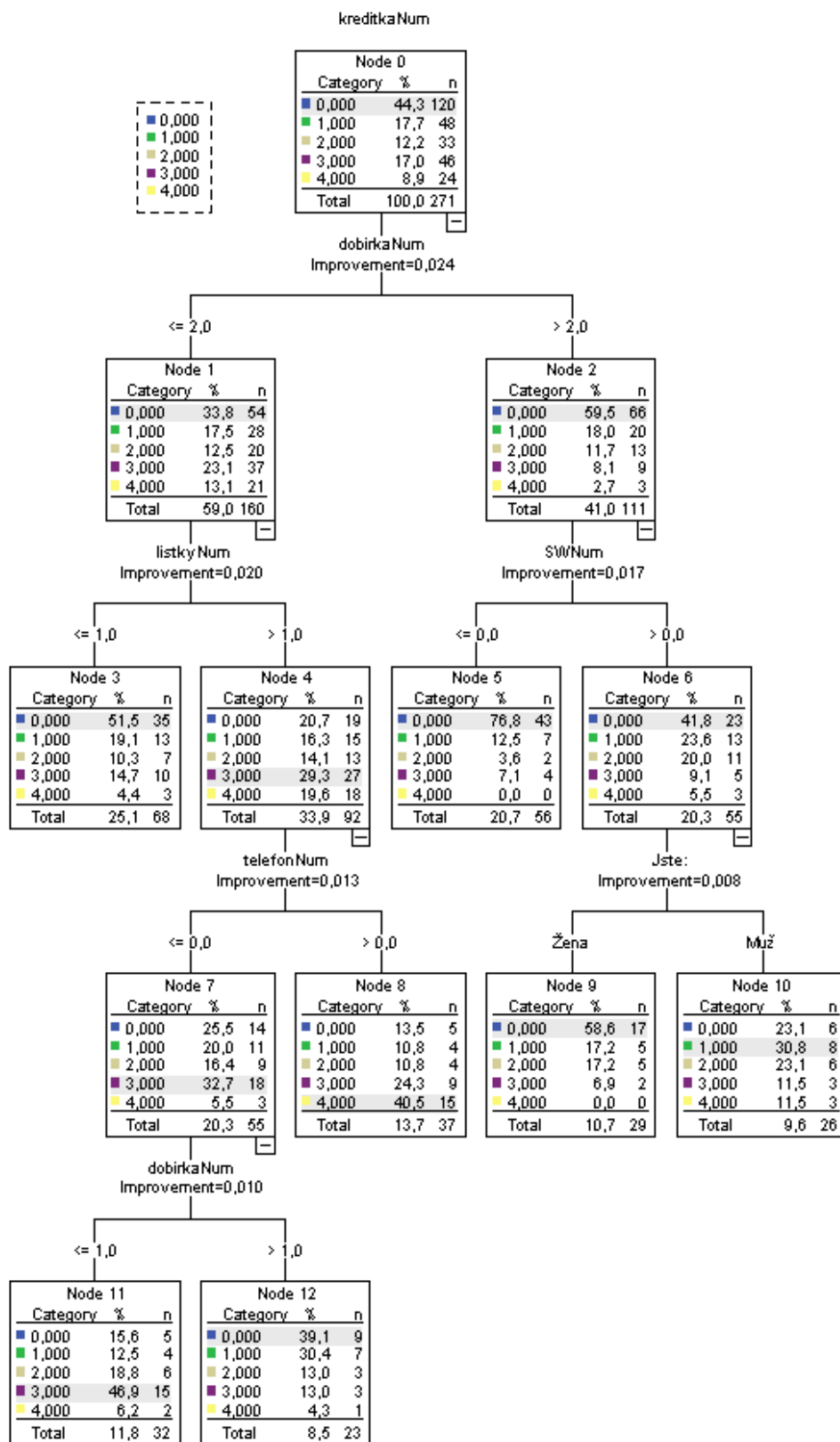
Growing Method: CRT

Dependent Variable: dobirkaNum

Kreditka

Model Summary

Specifications	Growing Method	CRT	
	Dependent Variable	kreditkaNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNuM, pplNum, osobniNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum	
	Validation	None	
	Maximum Tree Depth		5
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	dobirkaNum, postaNuM, pplNum, vekCat, hudbaMP3Num, knihyPapNum, SWNum, telefonNum, knihyEINum, hudbaCDNum, osobniNum, filmOnlineNum, filmDVDNum, notebookNum, listkyNum, elektronikaNum, obleceniNum, pcNum, tabletNum, paypalNum, jineNum, payUnum, potravinyNum, postomatNum, Jste:	
	Number of Nodes		13
	Number of Terminal Nodes		7
	Depth		4



Risk

Estimate	Std. Error
,476	,030

Growing Method: CRT
Dependent Variable:
kreditkaNum

Classification

Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	104	6	0	5	5	86,7%
1	32	8	0	4	4	16,7%
2	17	6	0	6	4	0,0%
3	19	3	0	15	9	32,6%
4	4	3	0	2	15	62,5%
Overall Percentage	64,9%	9,6%	0,0%	11,8%	13,7%	52,4%

Growing Method: CRT
Dependent Variable: kreditkaNum

Independent Variable Importance

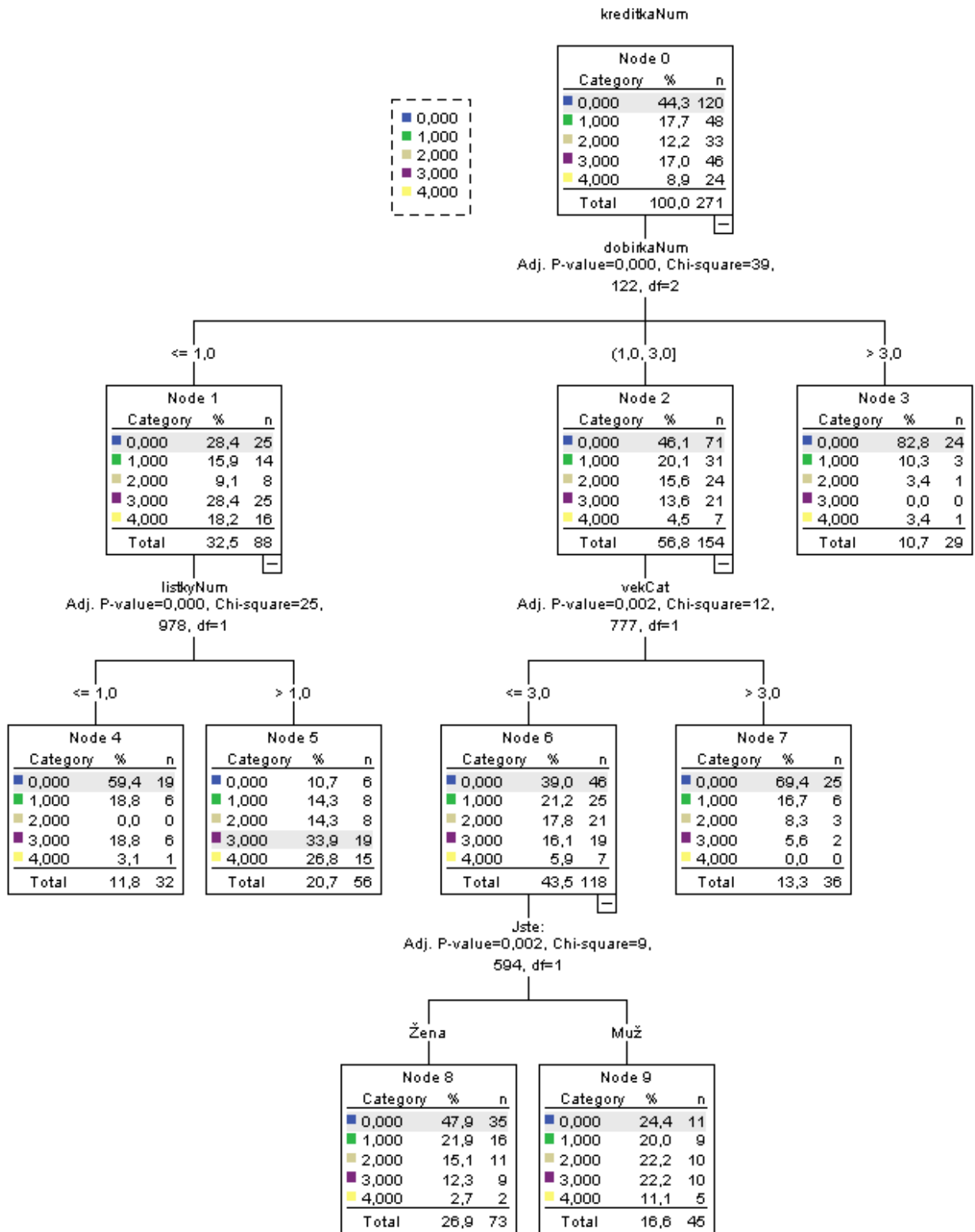
Independent Variable	Importance	Normalized Importance
dobirkaNum	,047	100,0%
vekCat	,037	77,3%
listkyNum	,036	76,7%
telefonNum	,031	64,5%
elektronikaNum	,028	58,7%
SWNum	,026	54,9%
notebookNum	,024	50,7%
Jste:	,022	46,6%
tabletNum	,020	42,7%
osobniNum	,020	41,7%
filmDVDNum	,018	37,6%
hudbaMP3Num	,018	37,6%
knihyEINum	,016	34,8%
pplNum	,016	33,7%
pcNum	,014	29,4%
paypalNum	,014	29,3%
hudbaCDNum	,014	28,7%
potravinyNum	,013	27,5%
knihyPapNum	,013	27,4%
postaNum	,011	23,0%
jineNum	,009	18,2%
postomatNum	,007	15,7%
obleceniNum	,006	12,8%
filmOnlineNum	,006	11,7%
payUnum	,005	11,4%

Growing Method: CRT

Dependent Variable: kreditkaNum

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	kreditkaNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNum, pplNum, osobniNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum	
	Validation	None	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	dobirkaNum, listkyNum, vekCat, Jste:	
	Number of Nodes		10
	Number of Terminal Nodes		6
	Depth		3



Risk

Estimate	Std. Error
,509	,030

Growing Method: CHAID
Dependent Variable:
kreditkaNum

Classification

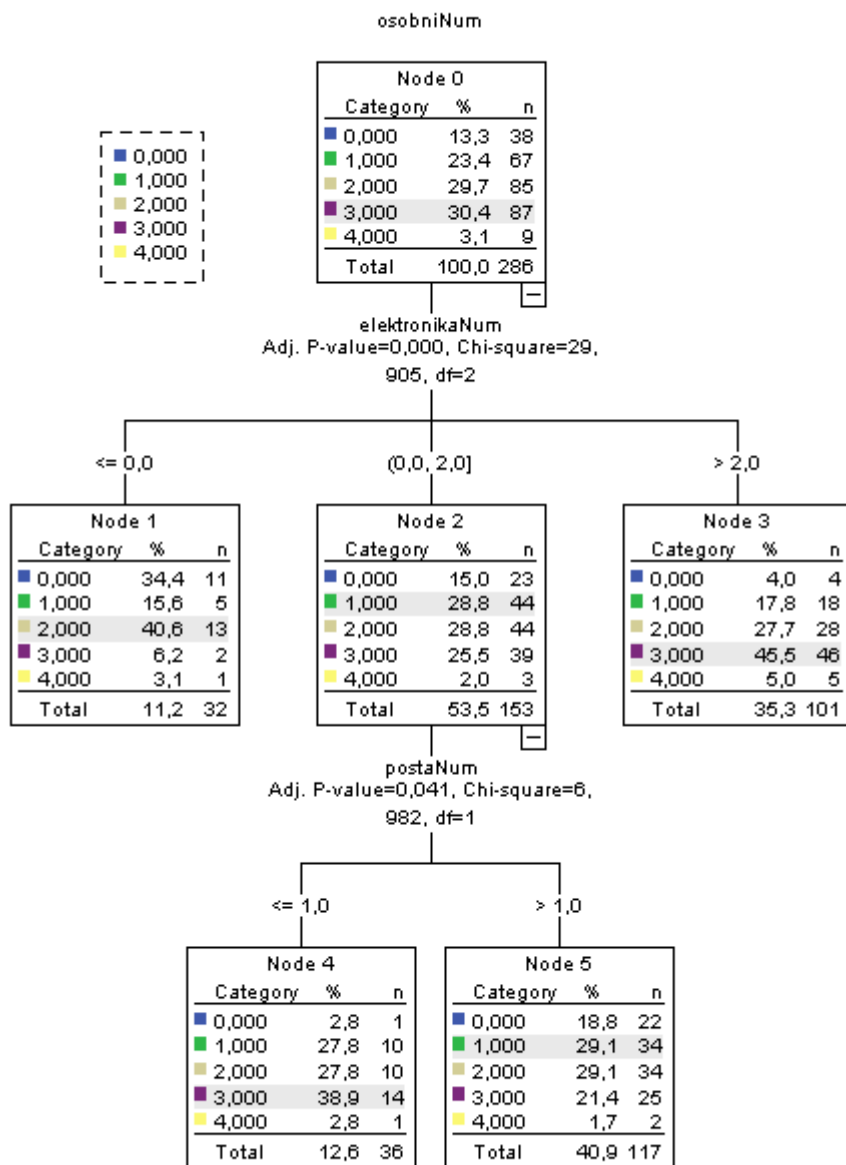
Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	114	0	0	6	0	95,0%
1	40	0	0	8	0	0,0%
2	25	0	0	8	0	0,0%
3	27	0	0	19	0	41,3%
4	9	0	0	15	0	0,0%
Overall Percentage	79,3%	0,0%	0,0%	20,7%	0,0%	49,1%

Growing Method: CHAID
Dependent Variable: kreditkaNum

Osobní odběr

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	osobniNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNum, pplNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum	
	Validation	None	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	elektronikaNum, postaNum	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2



Risk	
Estimate	Std. Error
,626	,029

Growing Method: CHAID

Dependent Variable:

osobniNum

Classification

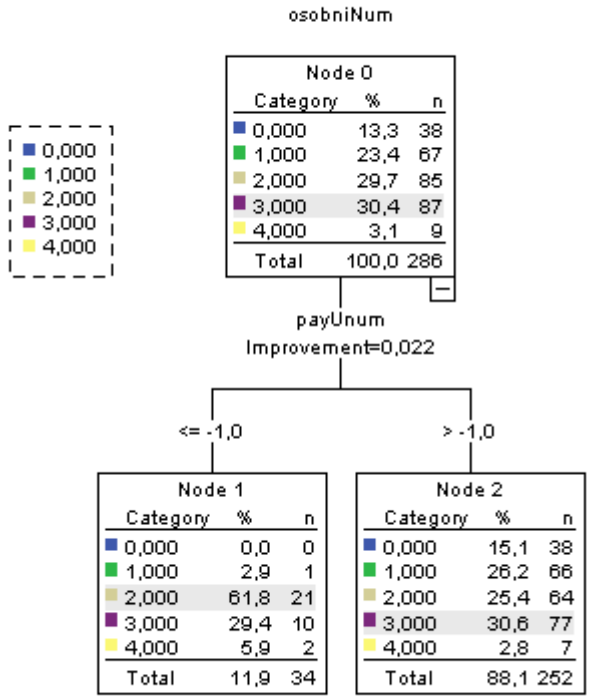
Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	22	11	5	0	0,0%
1	0	34	5	28	0	50,7%
2	0	34	13	38	0	15,3%
3	0	25	2	60	0	69,0%
4	0	2	1	6	0	0,0%
Overall Percentage	0,0%	40,9%	11,2%	47,9%	0,0%	37,4%

Growing Method: CHAID

Dependent Variable: osobniNum

Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	osobniNum
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postaNuM, pplNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum
	Validation	None
	Maximum Tree Depth	5
	Minimum Cases in Parent Node	50
Results	Minimum Cases in Child Node	20
	Independent Variables Included	payUnum, paypalNum, kreditkaNum, postomatNum, hudbaMP3Num, filmDVDNum, hudbaCDNum, knihyPapNum, SWNum, knihyEINum, dobirkaNum, obleceniNum, pplNum, listkyNum, potravinyNum, filmOnlineNum, elektronikaNum, postaNuM, pcNum
	Number of Nodes	3
	Number of Terminal Nodes	2
	Depth	1



Risk

Estimate	Std. Error
,657	,028

Growing Method: CRT
Dependent Variable:
osobniNum

Classification

Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	0	0	38	0	0,0%
1	0	0	1	66	0	0,0%
2	0	0	21	64	0	24,7%
3	0	0	10	77	0	88,5%
4	0	0	2	7	0	0,0%
Overall Percentage	0,0%	0,0%	11,9%	88,1%	0,0%	34,3%

Growing Method: CRT
Dependent Variable: osobniNum

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
payUnum	,022	100,0%
hudbaMP3Num	,016	73,2%
paypalNum	,016	72,9%
postomatNum	,014	62,0%
filmDVDNum	,013	59,9%
obleceniNum	,012	55,5%
potravinyNum	,012	54,0%
filmOnlineNum	,012	53,4%
postaNum	,012	53,3%
hudbaCDNum	,011	50,6%
knihyPapNum	,011	50,2%
knihyEINum	,011	49,0%
kreditkaNum	,010	46,4%
elektronikaNum	,010	45,8%
SWNum	,009	41,8%
ppiNum	,008	37,0%
pcNum	,007	32,7%
listkyNum	,006	25,1%
dobirkaNum	,003	13,5%

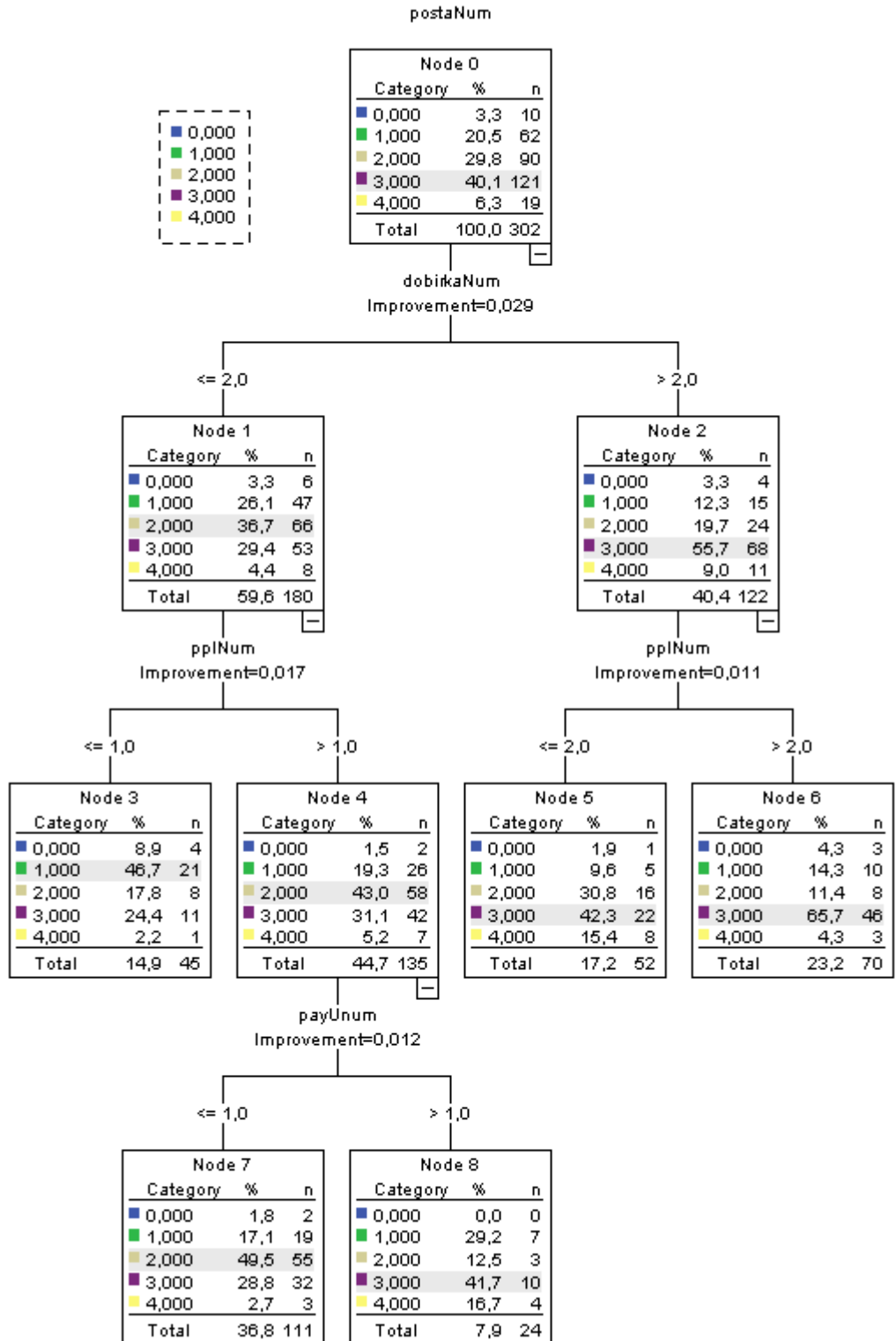
Growing Method: CRT

Dependent Variable: osobniNum

Pošta

Model Summary

Specifications	Growing Method	CRT	
	Dependent Variable	postaNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, pplNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum	
	Validation	None	
	Maximum Tree Depth		5
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	dobirkaNum, pplNum, vekCat, hudbaMP3Num, knihyPapNum, filmOnlineNum, osobniNum, knihyEINum, SWNum, hudbaCDNum, telefonNum, kreditkaNum, payUnum, paypalNum, elektronikaNum, tabletNum, listkyNum, obleceniNum, notebookNum, Jste:, pcNum, jineNum, potravinyNum	
	Number of Nodes		9
	Number of Terminal Nodes		5
	Depth		3



Risk

Estimate	Std. Error
,490	,029

Growing Method: CRT
Dependent Variable:
postaNu

Classification

Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	4	2	4	0	0,0%
1	0	21	19	22	0	33,9%
2	0	8	55	27	0	61,1%
3	0	11	32	78	0	64,5%
4	0	1	3	15	0	0,0%
Overall Percentage	0,0%	14,9%	36,8%	48,3%	0,0%	51,0%

Growing Method: CRT
Dependent Variable: postaNu

Independent Variable Importance

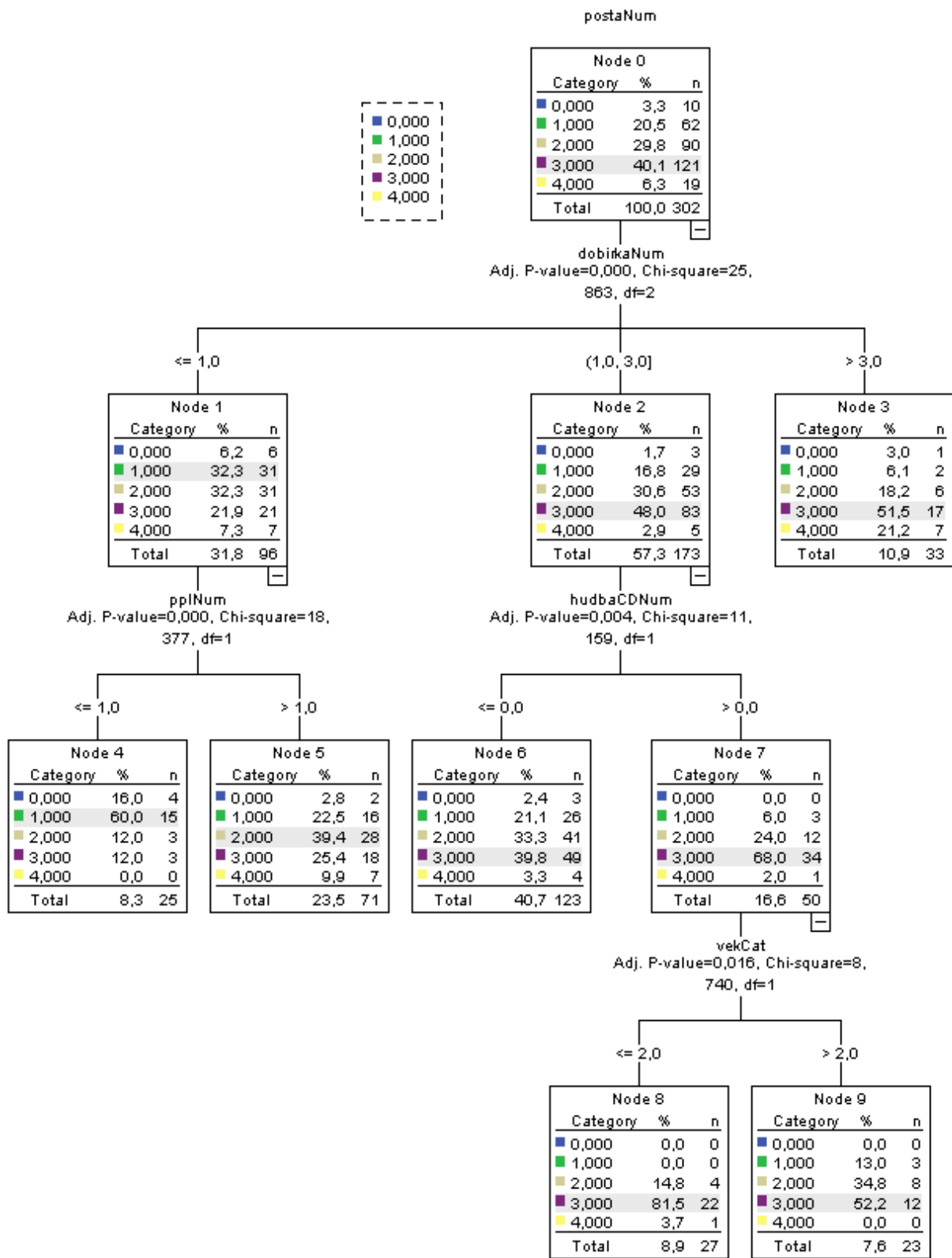
Independent Variable	Importance	Normalized Importance
ppiNum	,052	100,0%
dobirkaNum	,029	55,4%
vekCat	,021	39,9%
knihyPapNum	,016	31,1%
listkyNum	,013	25,8%
elektronikaNum	,013	24,7%
payUnum	,012	23,7%
osobniNum	,010	19,3%
telefonNum	,007	14,4%
filmOnlineNum	,006	12,1%
knihyEINum	,004	8,5%
obleceniNum	,004	7,6%
paypalNum	,004	7,6%
pcNum	,004	7,0%
hudbaCDNum	,003	6,3%
hudbaMP3Num	,003	6,2%
Jste:	,003	6,0%
jineNum	,003	5,3%
tabletNum	,002	4,0%
potravinyNum	,001	2,8%
kreditkaNum	,001	2,3%
SWNum	,001	1,3%
notebookNum	,000	0,4%

Growing Method: CRT

Dependent Variable: postaNum

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	postaNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, pplNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum	
	Validation	None	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	dobirkaNum, pplNum, hudbaCDNum, vekCat	
	Number of Nodes		10
	Number of Terminal Nodes		6
	Depth		3



Risk

Estimate	Std. Error
,526	,029

Growing Method: CHAID
Dependent Variable:
postaNu

Classification

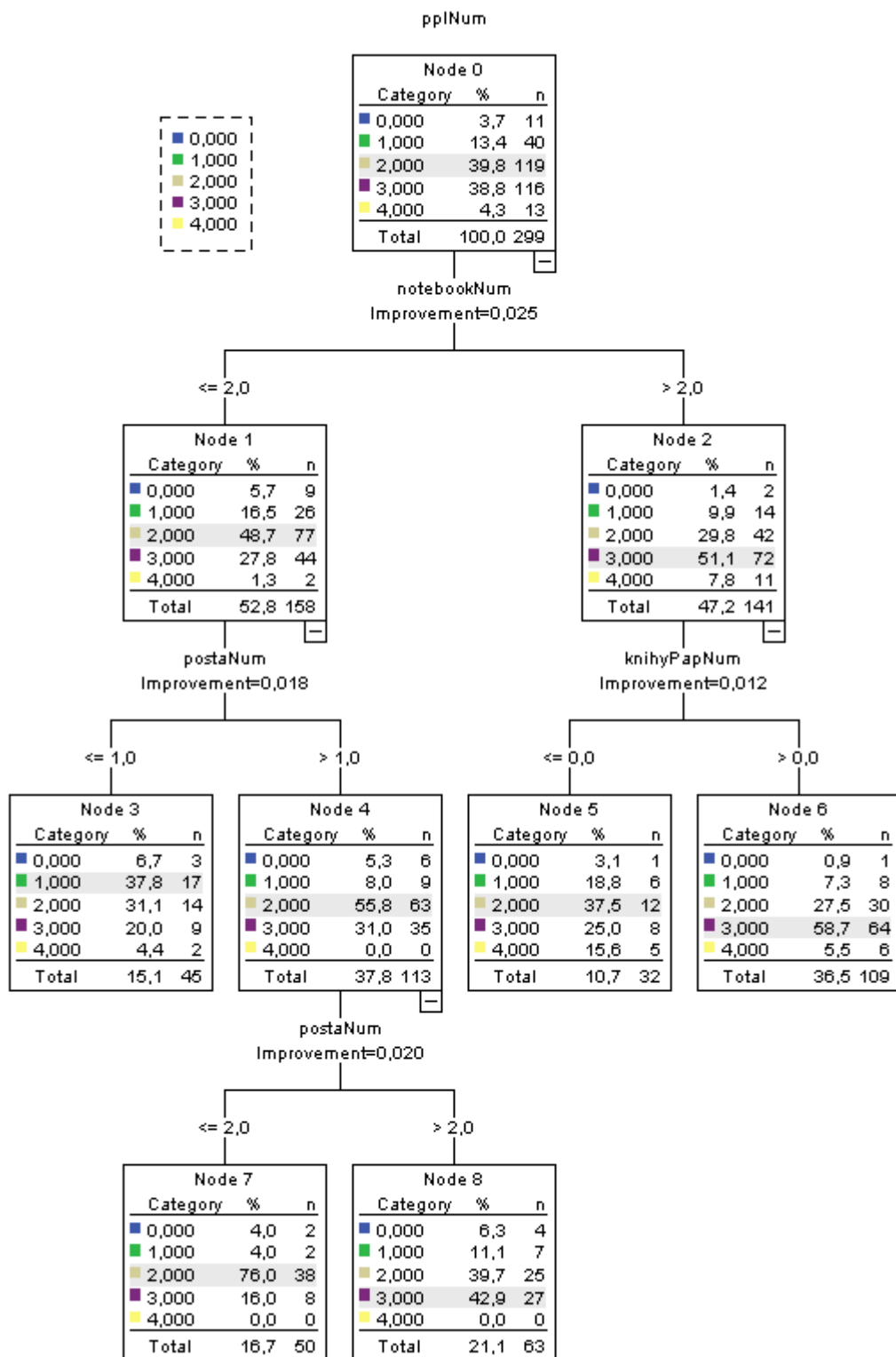
Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	4	2	4	0	0,0%
1	0	15	16	31	0	24,2%
2	0	3	28	59	0	31,1%
3	0	3	18	100	0	82,6%
4	0	0	7	12	0	0,0%
Overall Percentage	0,0%	8,3%	23,5%	68,2%	0,0%	47,4%

Growing Method: CHAID
Dependent Variable: postaNu

PPL

Model Summary

Specifications	Growing Method	CRT	
	Dependent Variable	ppiNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, payUnum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum, postaNum	
	Validation	None	
	Maximum Tree Depth		5
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	notebookNum, elektronikaNum, telefonNum, vekCat, knihyPapNum, SWNum, hudbaMP3Num, dobirkaNum, paypalNum, payUnum, knihyEINum, tabletNum, kreditkaNum, listkyNum, potravinyNum, filmOnlineNum, hudbaCDNum, obleceniNum, postaNum, osobniNum, filmDVDNum, postomatNum, pcNum, jineNum	
	Number of Nodes		9
	Number of Terminal Nodes		5
	Depth		3



Risk

Estimate	Std. Error
,472	,029

Growing Method: CRT

Dependent Variable:

ppiNum

Classification

Observed	Predicted					Percent Correct
	0	1	2	3	4	
0	0	3	3	5	0	0,0%
1	0	17	8	15	0	42,5%
2	0	14	50	55	0	42,0%
3	0	9	16	91	0	78,4%
4	0	2	5	6	0	0,0%
Overall Percentage	0,0%	15,1%	27,4%	57,5%	0,0%	52,8%

Growing Method: CRT

Dependent Variable: ppiNum

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
postaNum	,063	100,0%
knihyPapNum	,029	45,9%
notebookNum	,027	43,4%
filmOnlineNum	,025	39,7%
elektronikaNum	,020	31,8%
dobirkaNum	,017	27,5%
hudbaMP3Num	,016	26,1%
SWNum	,016	25,5%
listkyNum	,015	24,1%
tabletNum	,011	17,7%
obleceniNum	,010	15,8%
knihyEINum	,009	14,4%
filmDVDNum	,008	12,3%
hudbaCDNum	,008	12,2%
paypalNum	,007	11,2%
potravinyNum	,006	10,0%
osobniNum	,006	9,5%
postomatNum	,005	7,7%
telefonNum	,004	6,4%
payUnum	,004	6,2%
kreditkaNum	,003	5,3%
pcNum	,001	2,3%
vekCat	,001	2,0%
jineNum	,001	1,0%

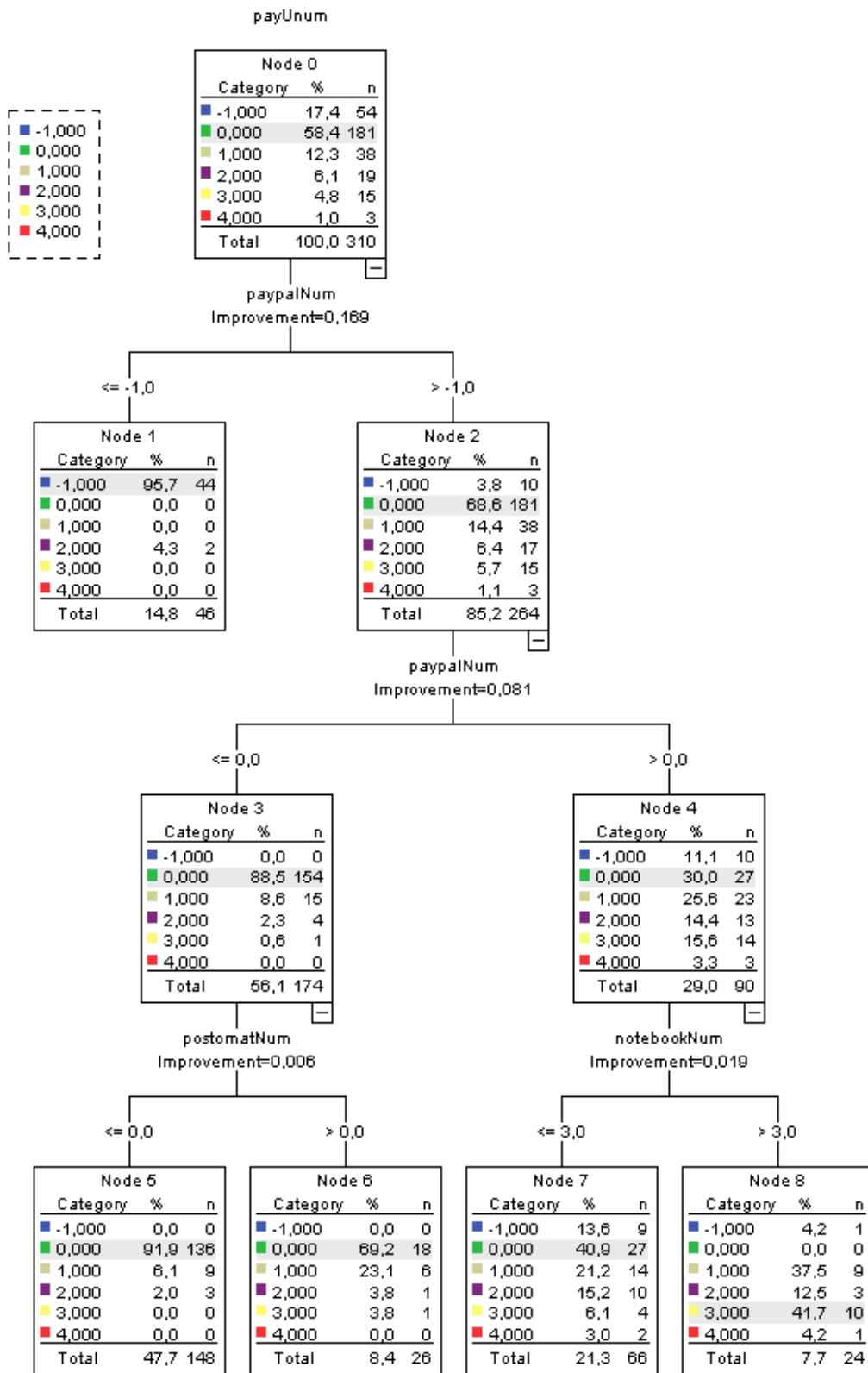
Growing Method: CRT

Dependent Variable: ppINum

PayU

Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	payUnum
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum, postaNum, pplNum
	Validation	None
	Maximum Tree Depth	5
Results	Minimum Cases in Parent Node	50
	Minimum Cases in Child Node	20
	Independent Variables Included	paypalNum, kreditkaNum, postomatNum, filmDVDNum, osobniNum, hudbaMP3Num, knihyEINum, SWNum, potravinyNum, hudbaCDNum, filmOnlineNum, knihyPapNum, listkyNum, pplNum, tabletNum, telefonNum, obleceniNum, postaNum, elektronikaNum, pcNum, notebookNum, dobirkaNum, jineNum
	Number of Nodes	9
	Number of Terminal Nodes	5
	Depth	3



Risk

Estimate	Std. Error
,242	,024

Growing Method: CRT
Dependent Variable:
payUnum

Classification

Observed	Predicted						Percent Correct
	-1	0	1	2	3	4	
-1	44	9	0	0	1	0	81,5%
0	0	181	0	0	0	0	100,0%
1	0	29	0	0	9	0	0,0%
2	2	14	0	0	3	0	0,0%
3	0	5	0	0	10	0	66,7%
4	0	2	0	0	1	0	0,0%
Overall Percentage	14,8%	77,4%	0,0%	0,0%	7,7%	0,0%	75,8%

Growing Method: CRT
Dependent Variable: payUnum

Independent Variable Importance

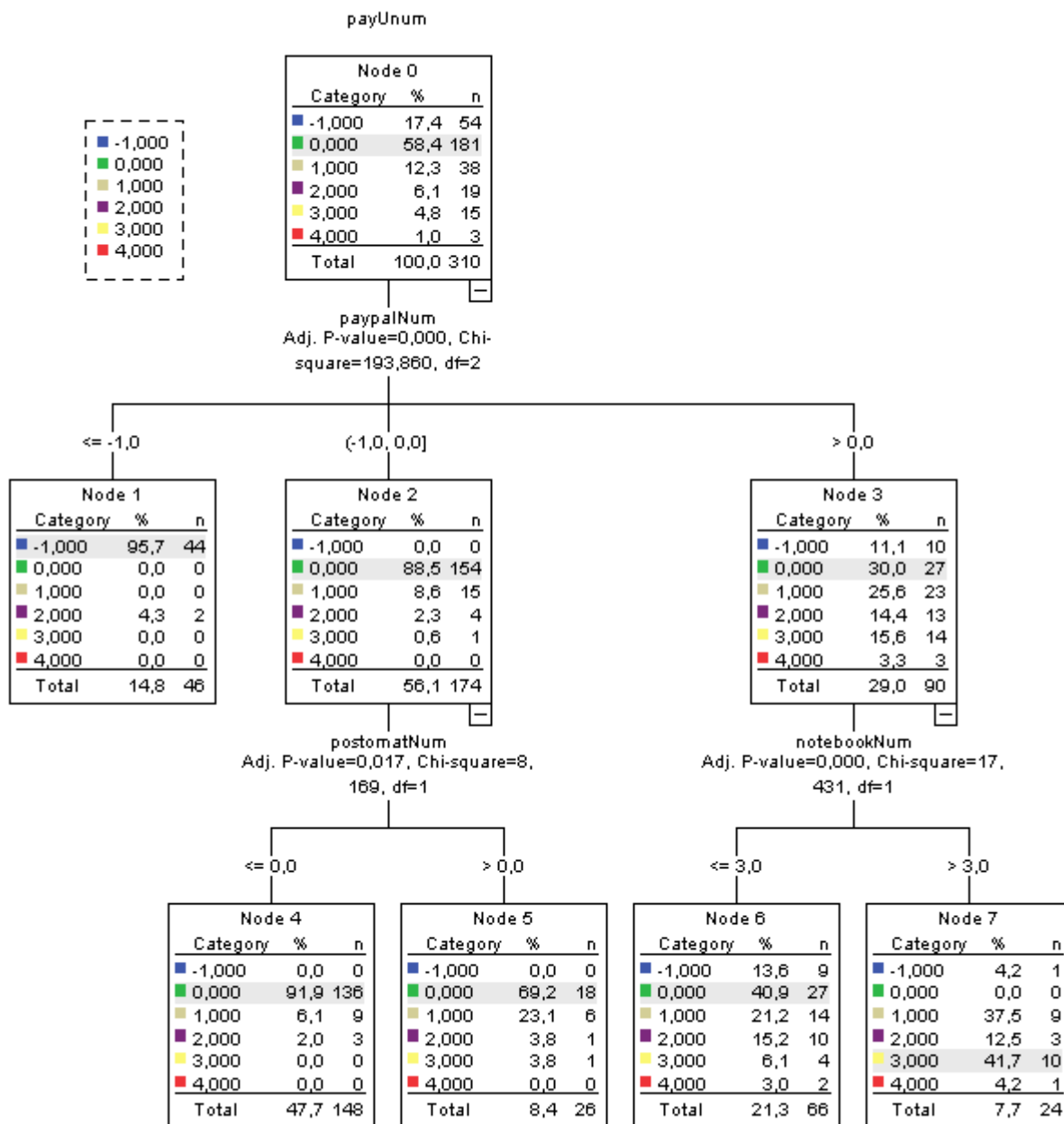
Independent Variable	Importance	Normalized Importance
paypalNum	,250	100,0%
kreditkaNum	,151	60,3%
postomatNum	,108	43,2%
filmDVDNum	,090	36,1%
knihyEINum	,081	32,6%
filmOnlineNum	,081	32,6%
SWNum	,079	31,8%
hudbaMP3Num	,079	31,6%
tabletNum	,078	31,1%
hudbaCDNum	,076	30,4%
knihyPapNum	,072	29,0%
notebookNum	,070	27,9%
potravinyNum	,067	26,7%
dobirkaNum	,056	22,2%
osobniNum	,053	21,2%
obleceniNum	,050	20,1%
listkyNum	,049	19,6%
telefonNum	,048	19,1%
elektronikaNum	,045	17,9%
pplNum	,045	17,8%
postaNum	,026	10,5%
pcNum	,021	8,3%
jineNum	,014	5,4%

Growing Method: CRT

Dependent Variable: payUnum

Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	payUnum
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, paypalNum, postomatNum, Jste:, vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum, postaNum, pplNum
	Validation	None
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	50
Results	Minimum Cases in Child Node	20
	Independent Variables Included	paypalNum, postomatNum, notebookNum
	Number of Nodes	8
	Number of Terminal Nodes	5
	Depth	2



Risk

Estimate	Std. Error
,242	,024

Growing Method: CHAID
 Dependent Variable:
 payUnum

Classification

Observed	Predicted						Percent Correct
	-1	0	1	2	3	4	
-1	44	9	0	0	1	0	81,5%
0	0	181	0	0	0	0	100,0%
1	0	29	0	0	9	0	0,0%
2	2	14	0	0	3	0	0,0%
3	0	5	0	0	10	0	66,7%
4	0	2	0	0	1	0	0,0%
Overall Percentage	14,8%	77,4%	0,0%	0,0%	7,7%	0,0%	75,8%

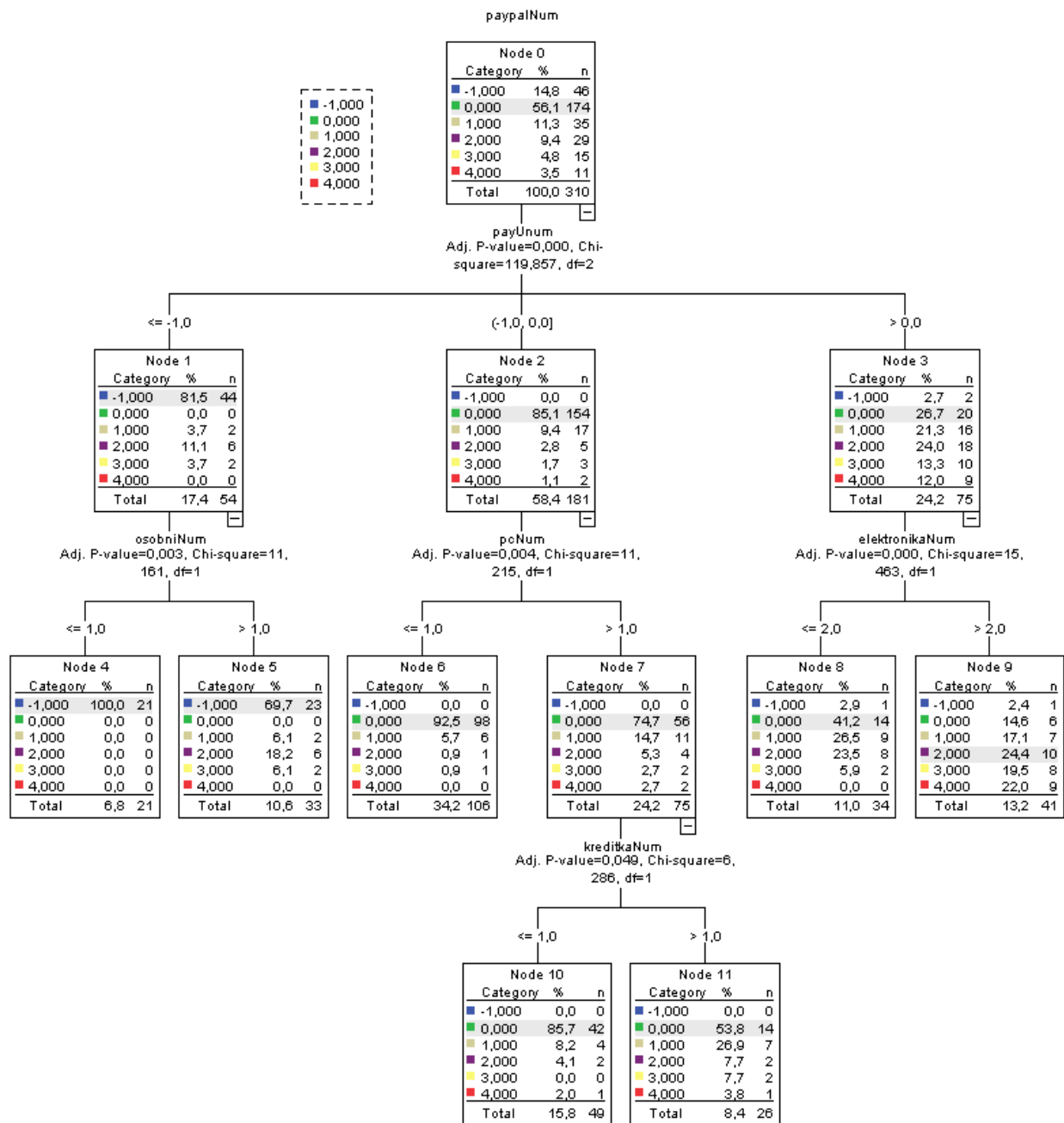
Growing Method: CHAID

Dependent Variable: payUnum

Paypal

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	paypalNum	
	Independent Variables	pcNum, tabletNum, telefonNum, jineNum, obleceniNum, potravinyNum, elektronikaNum, knihyPapNum, knihyEINum, hudbaCDNum, hudbaMP3Num, filmDVDNum, filmOnlineNum, listkyNum, SWNum, postomatNum, Jste., vekCat, notebookNum, dobirkaNum, kreditkaNum, osobniNum, postaNum, ppINum, payUnum	
	Validation	None	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		50
	Minimum Cases in Child Node		20
Results	Independent Variables Included	payUnum, osobniNum, pcNum, kreditkaNum, elektronikaNum	
	Number of Nodes		12
	Number of Terminal Nodes		7
	Depth		3



Risk

Estimate	Std. Error
,284	,026

Growing Method: CHAID
 Dependent Variable:
 paypalNum

Classification

Observed	Predicted						Percent Correct
	-1	0	1	2	3	4	
-1	44	1	0	1	0	0	95,7%
0	0	168	0	6	0	0	96,6%
1	2	26	0	7	0	0	0,0%
2	6	13	0	10	0	0	34,5%
3	2	5	0	8	0	0	0,0%
4	0	2	0	9	0	0	0,0%
Overall Percentage	17,4%	69,4%	0,0%	13,2%	0,0%	0,0%	71,6%

Growing Method: CHAID

Dependent Variable: paypalNum