

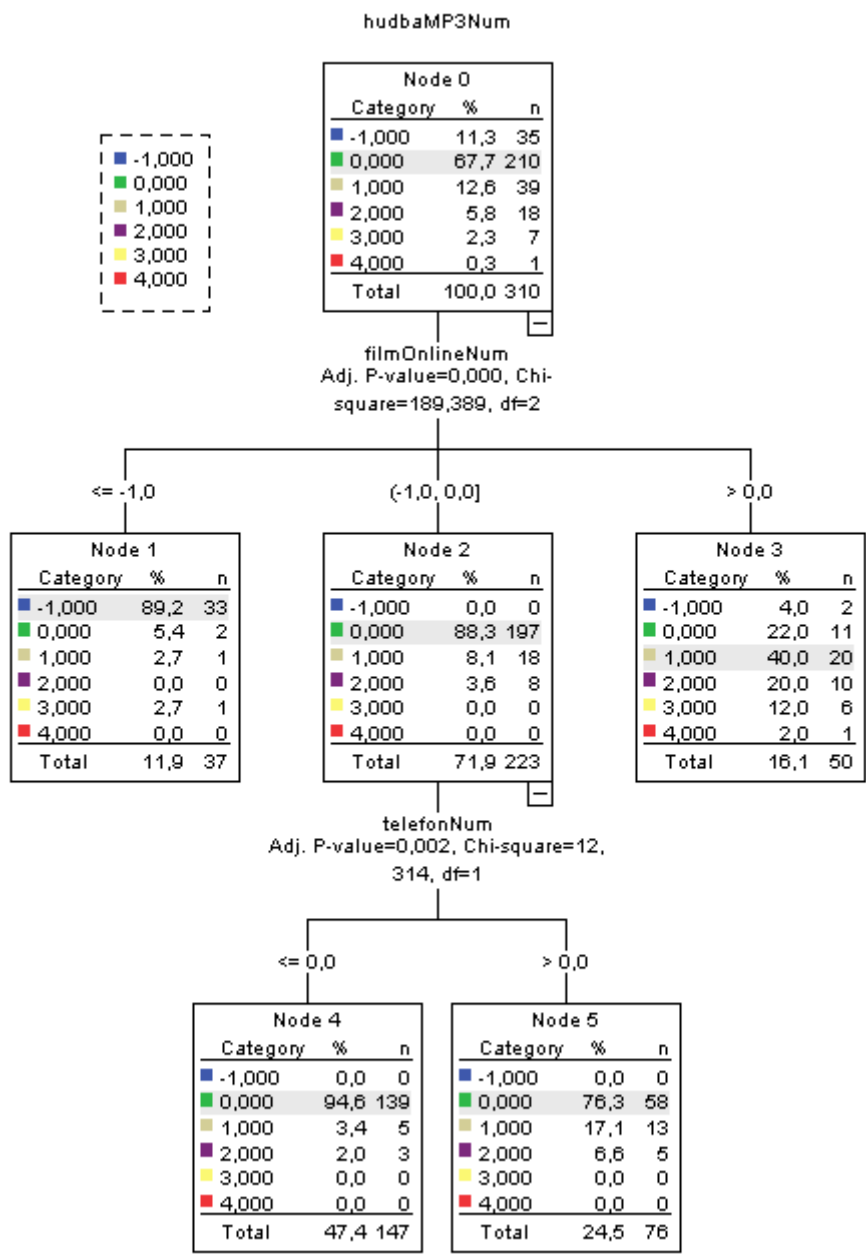
Příloha č. 4: Rozhodovací stromy 2

MP3

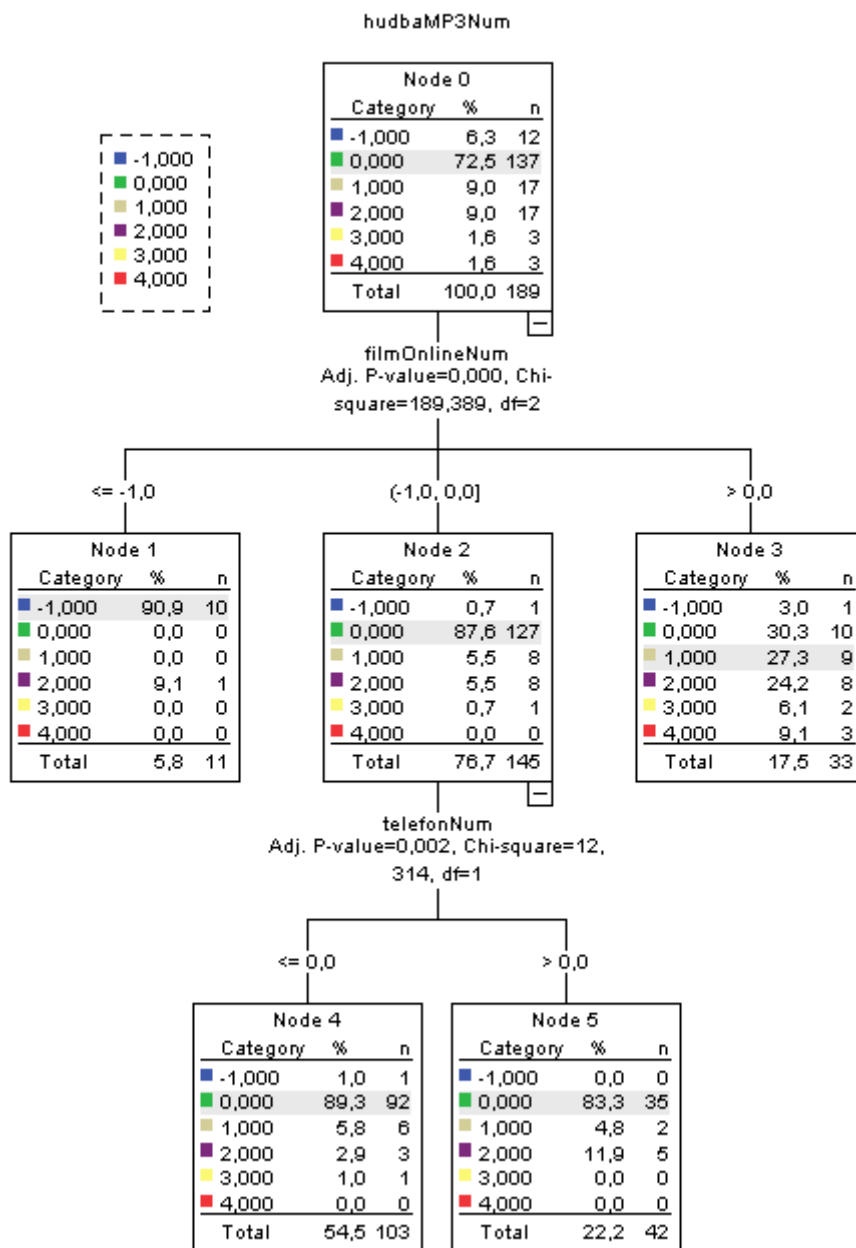
Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	hudbaMP3Num	
	Independent Variables	notebookNum, telefonNum, jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmDVDNum, filmOnlineNum, tabletNum, elektronikaNum, vekCat, pcNum, SWNum, hudbaCDNum, listkyNum	
	Validation	Split Sample	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		100
	Minimum Cases in Child Node		30
Results	Independent Variables Included	filmOnlineNum, telefonNum	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2

Training



Test



Risk

Sample	Estimate	Std. Error
Training	,194	,022
Test	,228	,030

Growing Method: CHAID

Dependent Variable: hudbaMP3Num

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	33	0	2	0	0	0	94,3%
	0	2	197	11	0	0	0	93,8%
	1	1	18	20	0	0	0	51,3%
	2	0	8	10	0	0	0	0,0%
	3	1	0	6	0	0	0	0,0%
	4	0	0	1	0	0	0	0,0%
	Overall Percentage		11,9%	71,9%	16,1%	0,0%	0,0%	0,0%
Test	-1	10	1	1	0	0	0	83,3%
	0	0	127	10	0	0	0	92,7%
	1	0	8	9	0	0	0	52,9%
	2	1	8	8	0	0	0	0,0%
	3	0	1	2	0	0	0	0,0%
	4	0	0	3	0	0	0	0,0%
	Overall Percentage		5,8%	76,7%	17,5%	0,0%	0,0%	0,0%

Growing Method: CHAID

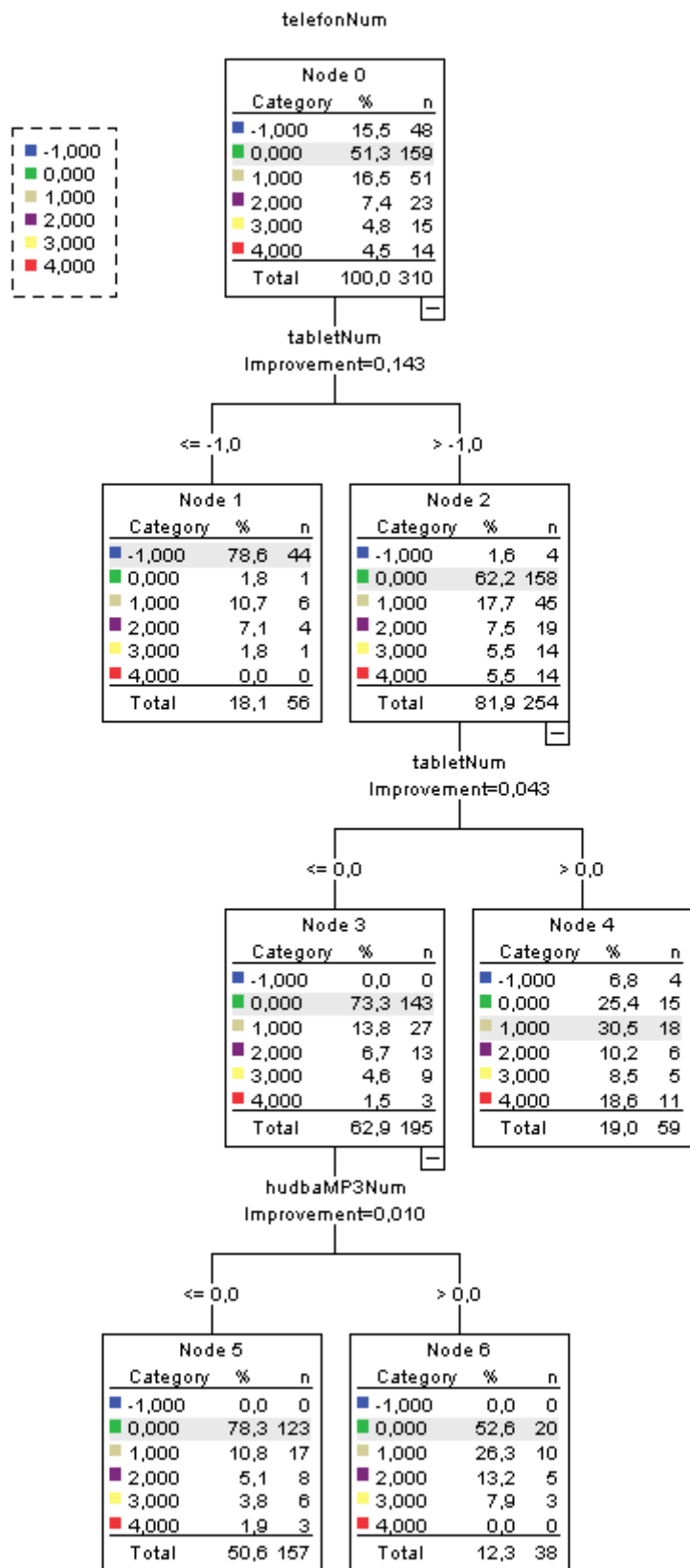
Dependent Variable: hudbaMP3Num

TelefonNum

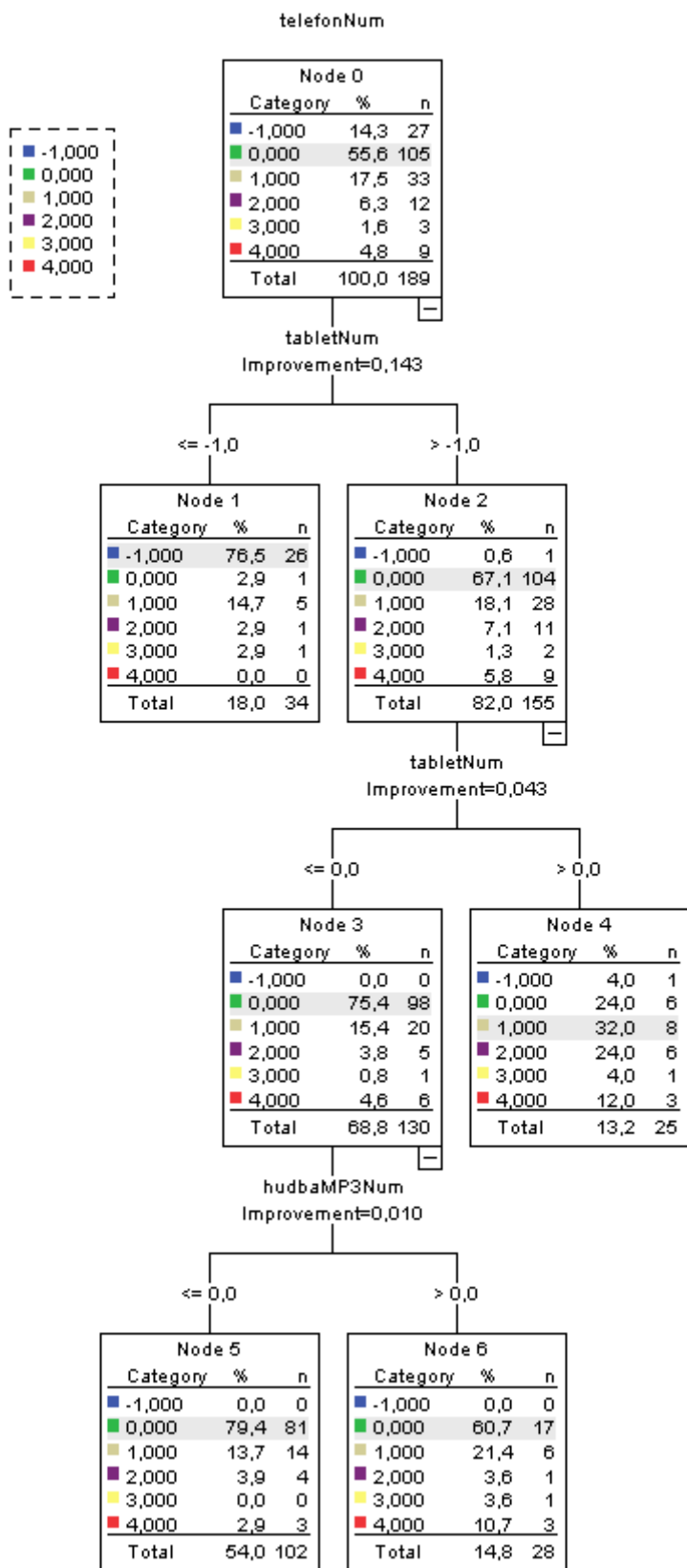
Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	telefonNum
	Independent Variables	notebookNum, jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, vekCat, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum
	Validation	Split Sample
Results	Maximum Tree Depth	5
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
	Independent Variables Included	tabletNum, notebookNum, jineNum, potravinyNum, hudbaMP3Num, SWNum, knihyEINum, filmDVDNum, filmOnlineNum, pcNum, hudbaCDNum, listkyNum, knihyPapNum, obleceniNum, vekCat, elektronikaNum
	Number of Nodes	7
	Number of Terminal Nodes	4
	Depth	3

Training



Test



Risk

Sample	Estimate	Std. Error
Training	,339	,027
Test	,302	,033

Growing Method: CRT

Dependent Variable: telefonNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	44	0	4	0	0	0	91,7%
	0	1	143	15	0	0	0	89,9%
	1	6	27	18	0	0	0	35,3%
	2	4	13	6	0	0	0	0,0%
	3	1	9	5	0	0	0	0,0%
	4	0	3	11	0	0	0	0,0%
	Overall Percentage		18,1%	62,9%	19,0%	0,0%	0,0%	0,0%
Test	-1	26	0	1	0	0	0	96,3%
	0	1	98	6	0	0	0	93,3%
	1	5	20	8	0	0	0	24,2%
	2	1	5	6	0	0	0	0,0%
	3	1	1	1	0	0	0	0,0%
	4	0	6	3	0	0	0	0,0%
	Overall Percentage		18,0%	68,8%	13,2%	0,0%	0,0%	0,0%

Growing Method: CRT

Dependent Variable: telefonNum

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
tabletNum	,186	100,0%
jineNum	,109	58,7%
notebookNum	,073	39,3%
potravinyNum	,067	36,2%
filmDVDNum	,063	33,7%
hudbaMP3Num	,060	32,3%
filmOnlineNum	,056	30,2%
SWNum	,051	27,4%
knihyEINum	,050	27,1%
pcNum	,045	24,3%
hudbaCDNum	,037	20,1%
knihyPapNum	,035	18,8%
listkyNum	,021	11,4%
vekCat	,014	7,7%
elektronikaNum	,014	7,3%
obleceniNum	,013	6,8%

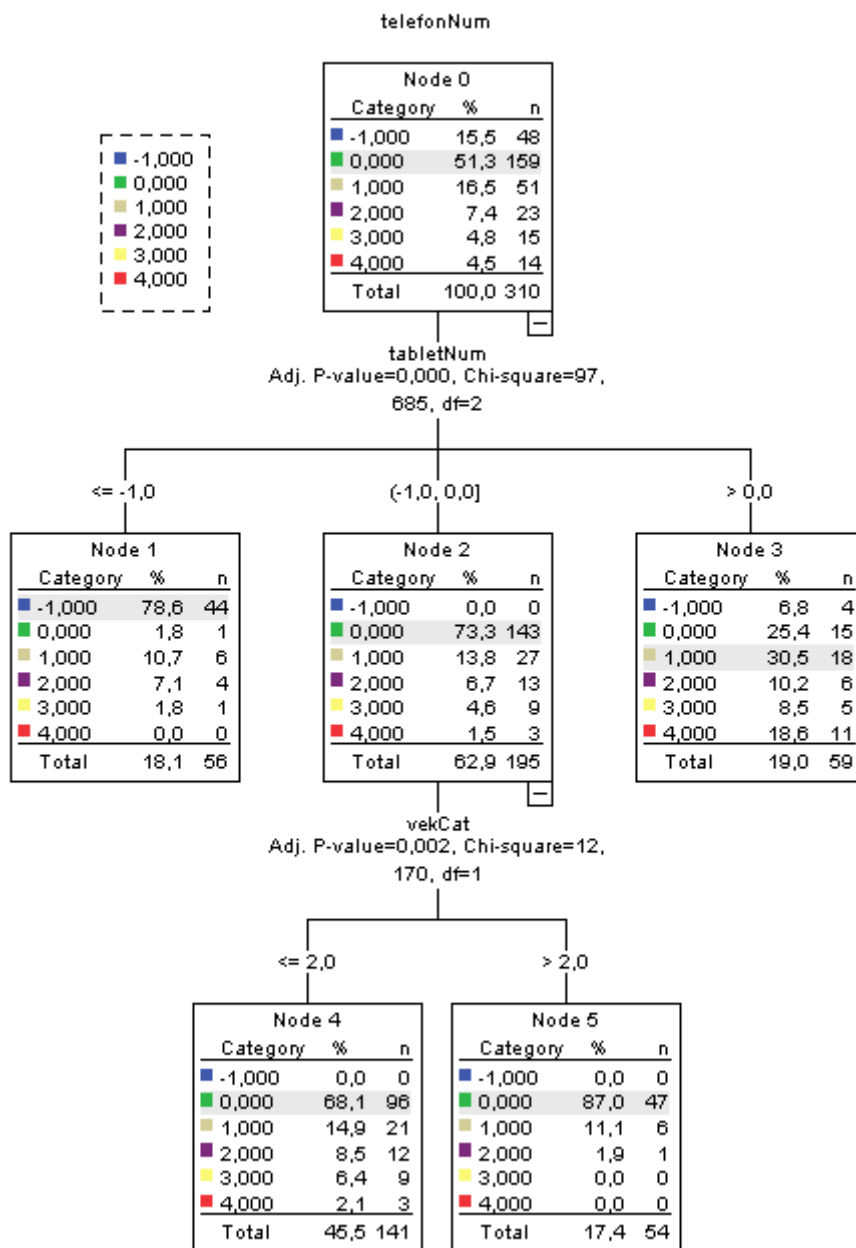
Growing Method: CRT

Dependent Variable: telefonNum

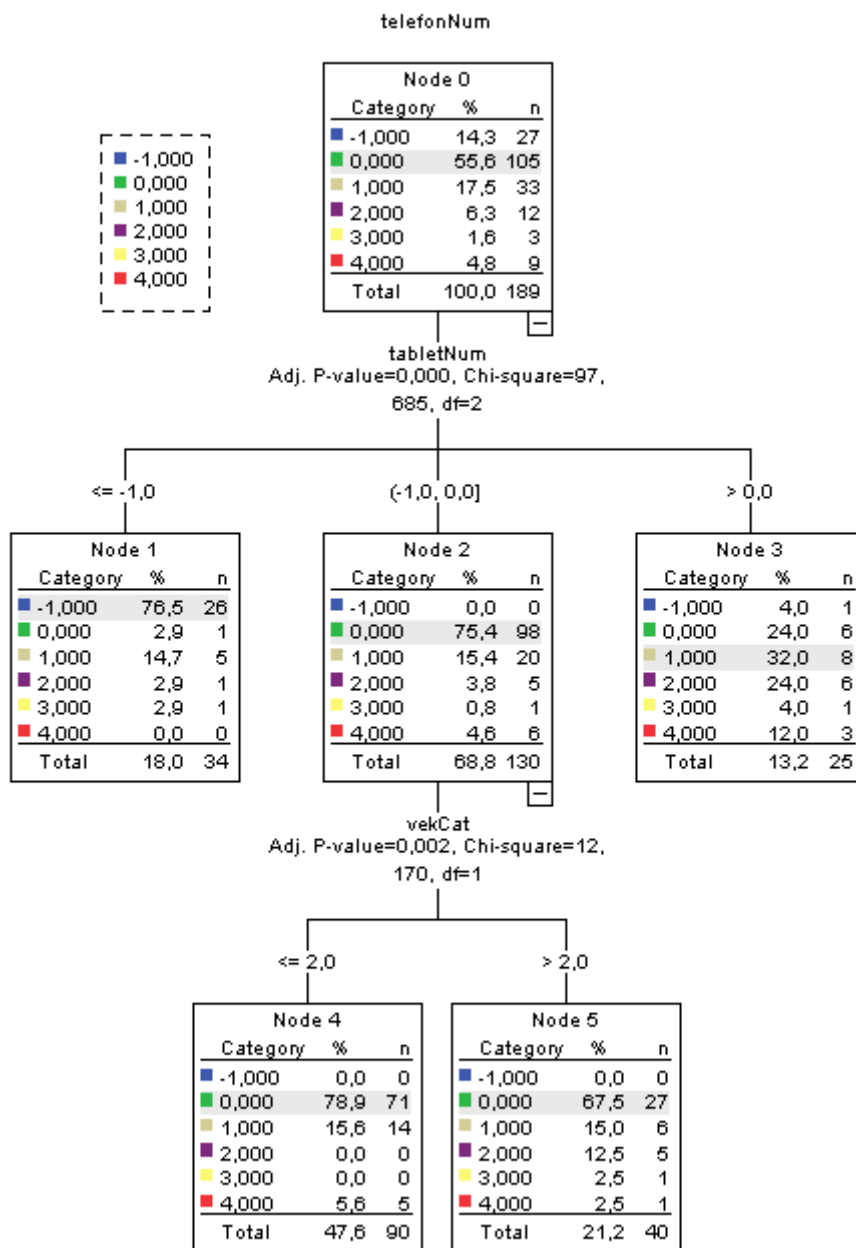
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	telefonNum
	Independent Variables	notebookNum, jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, vekCat, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum
	Validation	Split Sample
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
Results	Minimum Cases in Child Node	30
	Independent Variables Included	tabletNum, vekCat
	Number of Nodes	6
	Number of Terminal Nodes	4
	Depth	2

Training



Test



Risk

Sample	Estimate	Std. Error
Training	,339	,027
Test	,302	,033

Growing Method: CHAID

Dependent Variable: telefonNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	44	0	4	0	0	0	91,7%
	0	1	143	15	0	0	0	89,9%
	1	6	27	18	0	0	0	35,3%
	2	4	13	6	0	0	0	0,0%
	3	1	9	5	0	0	0	0,0%
	4	0	3	11	0	0	0	0,0%
	Overall Percentage		18,1%	62,9%	19,0%	0,0%	0,0%	0,0%
Test	-1	26	0	1	0	0	0	96,3%
	0	1	98	6	0	0	0	93,3%
	1	5	20	8	0	0	0	24,2%
	2	1	5	6	0	0	0	0,0%
	3	1	1	1	0	0	0	0,0%
	4	0	6	3	0	0	0	0,0%
	Overall Percentage		18,0%	68,8%	13,2%	0,0%	0,0%	0,0%

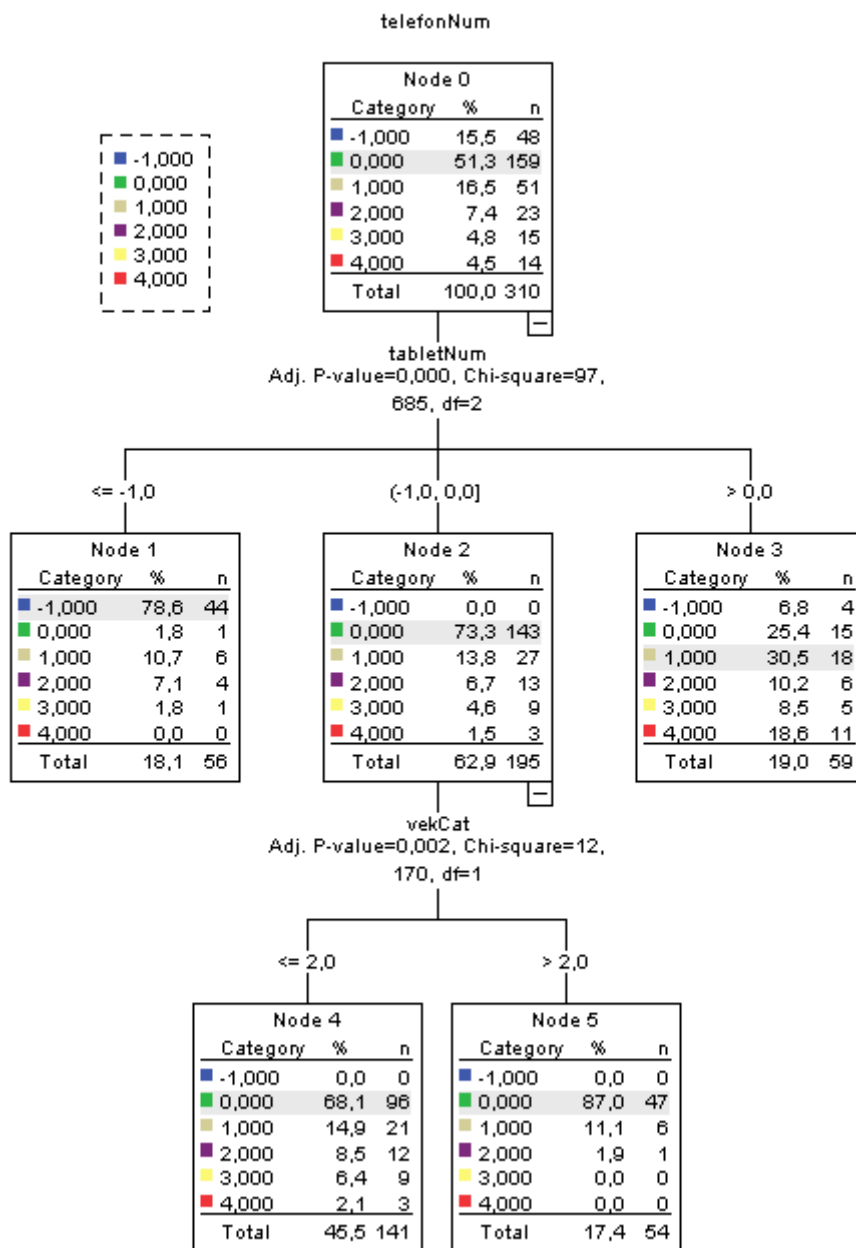
Growing Method: CHAID

Dependent Variable: telefonNum

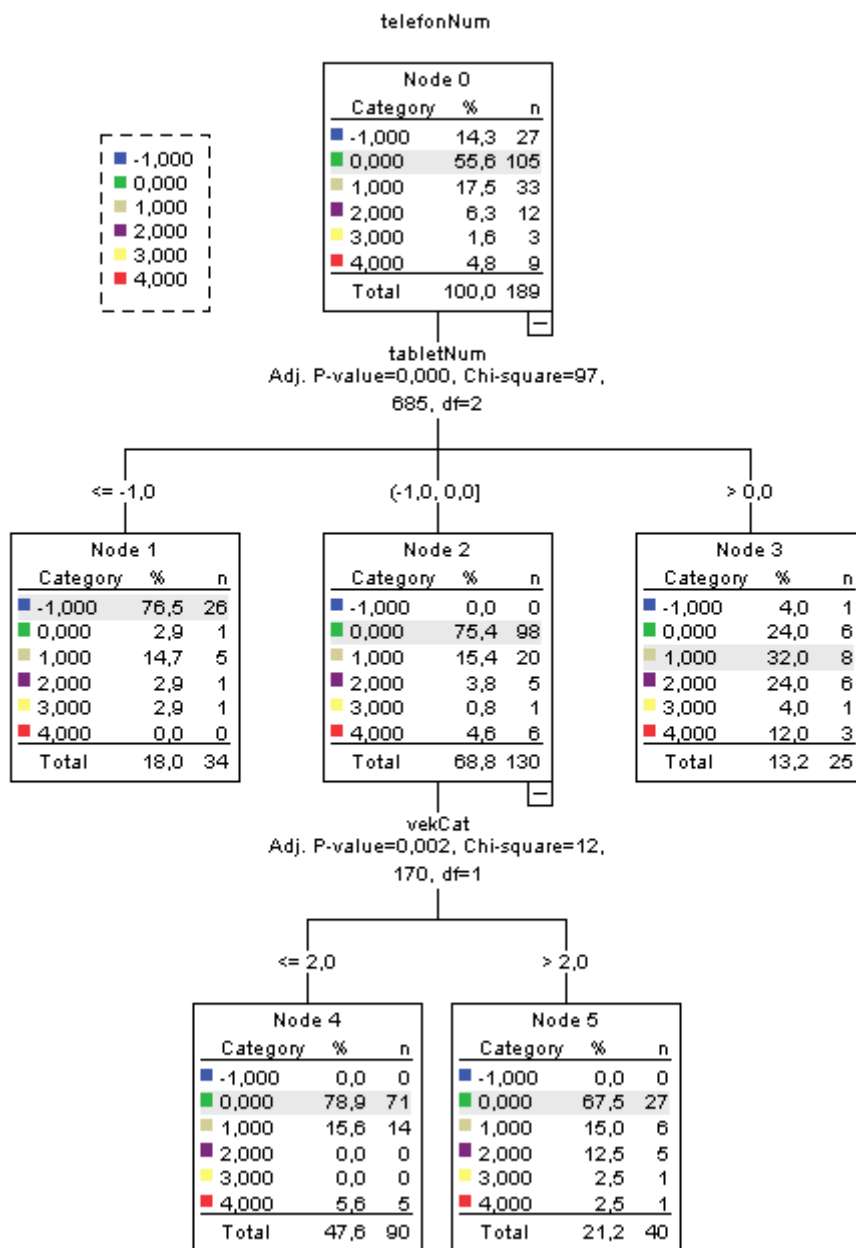
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	telefonNum
	Independent Variables	notebookNum, jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, vekCat, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum
	Validation	Split Sample
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
Results	Minimum Cases in Child Node	30
	Independent Variables Included	tabletNum, vekCat
	Number of Nodes	6
	Number of Terminal Nodes	4
	Depth	2

Training



Test



Risk

Sample	Estimate	Std. Error
Training	,339	,027
Test	,302	,033

Growing Method: CHAID

Dependent Variable: telefonNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	44	0	4	0	0	0	91,7%
	0	1	143	15	0	0	0	89,9%
	1	6	27	18	0	0	0	35,3%
	2	4	13	6	0	0	0	0,0%
	3	1	9	5	0	0	0	0,0%
	4	0	3	11	0	0	0	0,0%
	Overall Percentage		18,1%	62,9%	19,0%	0,0%	0,0%	0,0%
Test	-1	26	0	1	0	0	0	96,3%
	0	1	98	6	0	0	0	93,3%
	1	5	20	8	0	0	0	24,2%
	2	1	5	6	0	0	0	0,0%
	3	1	1	1	0	0	0	0,0%
	4	0	6	3	0	0	0	0,0%
	Overall Percentage		18,0%	68,8%	13,2%	0,0%	0,0%	0,0%

Growing Method: CHAID

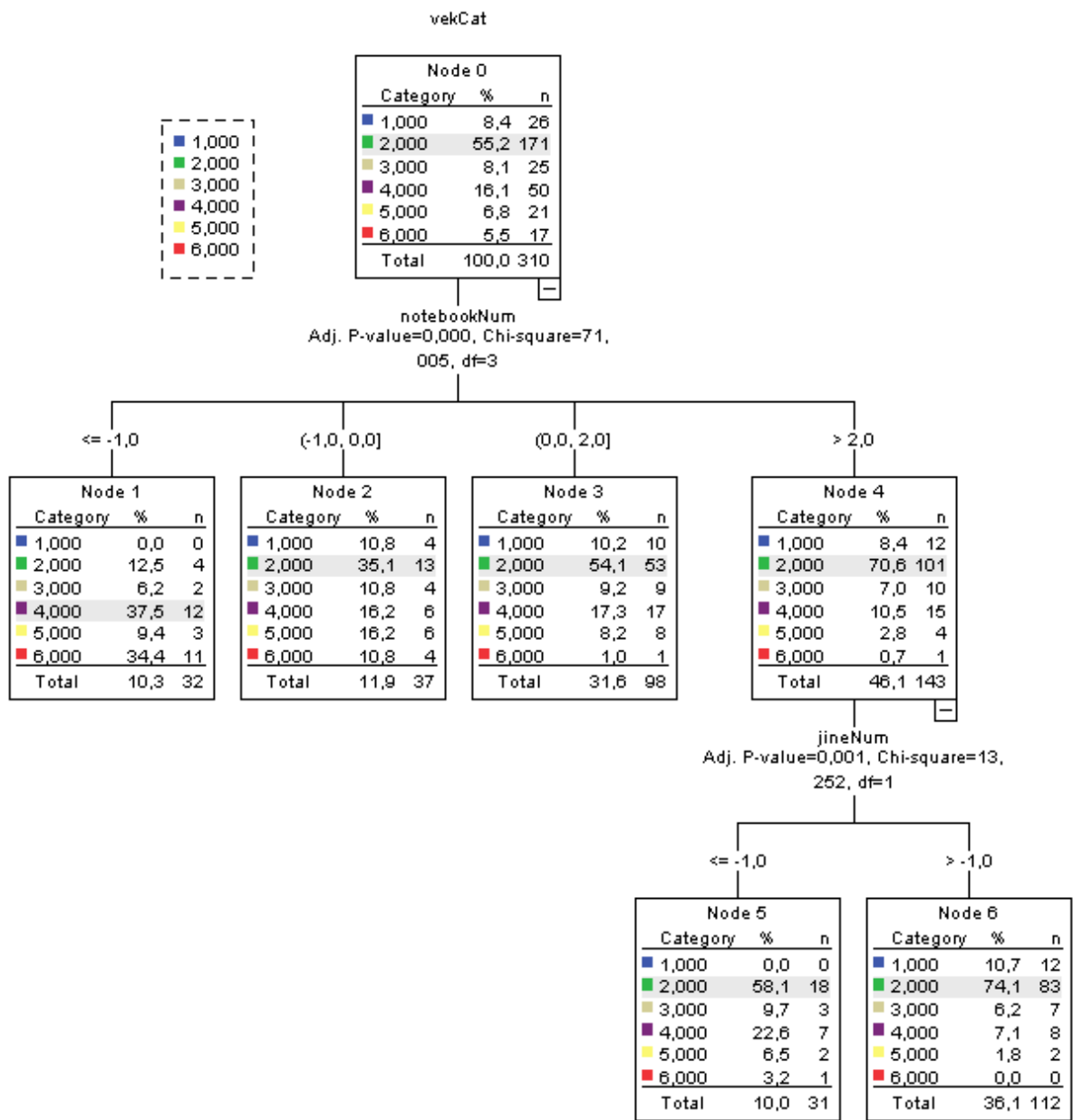
Dependent Variable: telefonNum

Vek

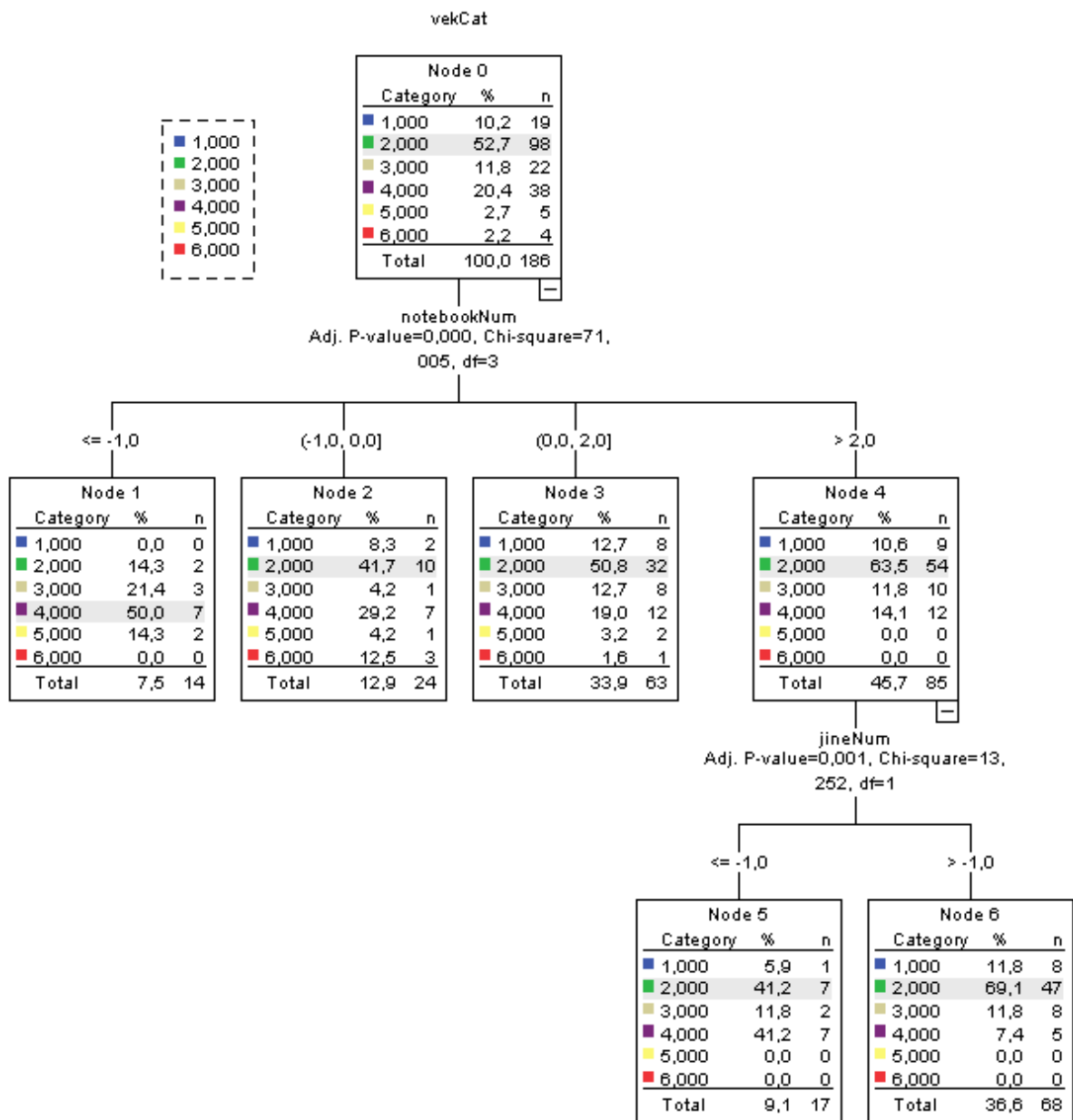
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	vekCat
	Independent Variables	notebookNum, jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum, telefonNum
	Validation	Split Sample
	Maximum Tree Depth	3
Results	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
	Independent Variables Included	notebookNum, jineNum
	Number of Nodes	7
	Number of Terminal Nodes	5
	Depth	2

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,423	,028
Test	,446	,036

Growing Method: CHAID
Dependent Variable: vekCat

Classification

Sample	Observed	Predicted						Percent Correct
		1	2	3	4	5	6	
Training	1	0	26	0	0	0	0	0,0%
	2	0	167	0	4	0	0	97,7%
	3	0	23	0	2	0	0	0,0%
	4	0	38	0	12	0	0	24,0%
	5	0	18	0	3	0	0	0,0%
	6	0	6	0	11	0	0	0,0%
	Overall Percentage		0,0%	89,7%	0,0%	10,3%	0,0%	0,0%
Test	1	0	19	0	0	0	0	0,0%
	2	0	96	0	2	0	0	98,0%
	3	0	19	0	3	0	0	0,0%
	4	0	31	0	7	0	0	18,4%
	5	0	3	0	2	0	0	0,0%
	6	0	4	0	0	0	0	0,0%
	Overall Percentage		0,0%	92,5%	0,0%	7,5%	0,0%	0,0%

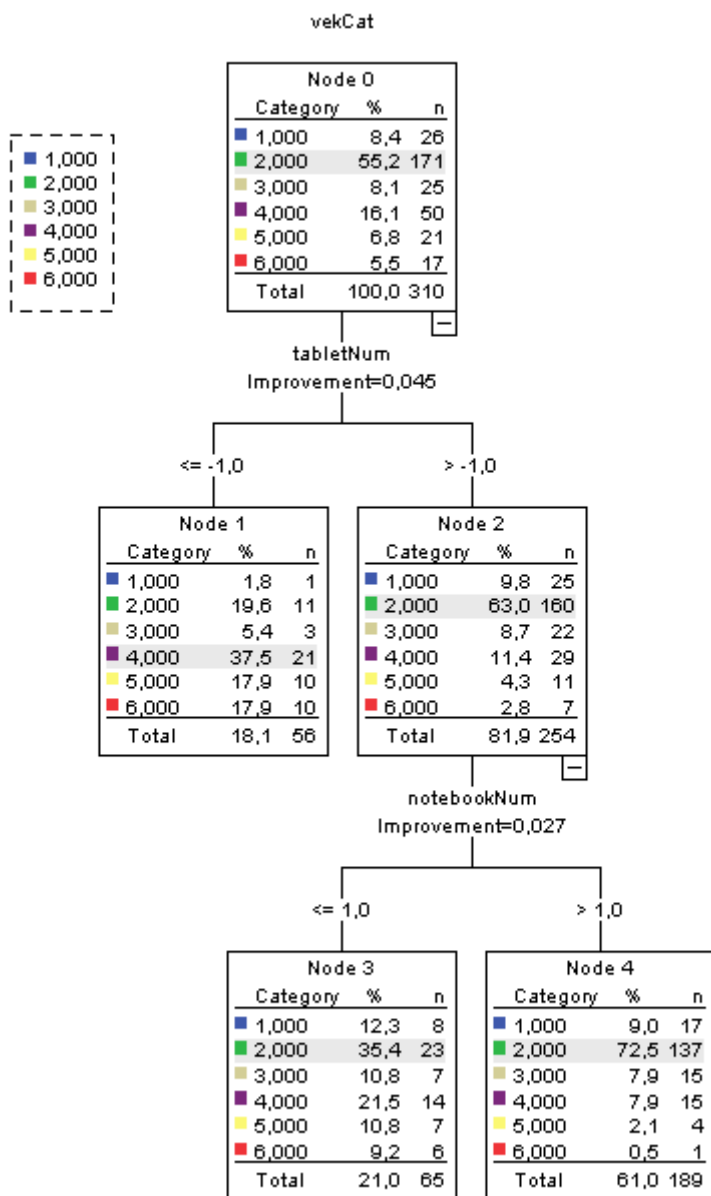
Growing Method: CHAID

Dependent Variable: vekCat

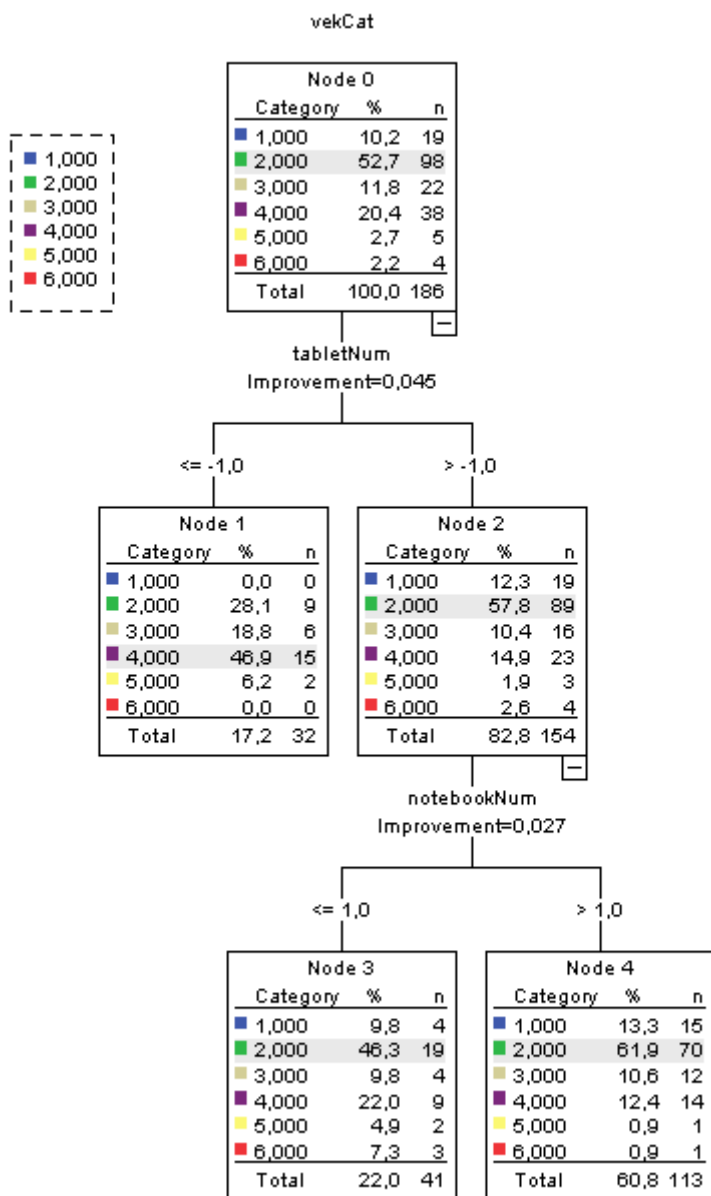
Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	vekCat
	Independent Variables	jineNum, obleceniNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum, telefonNum, notebookNum
	Validation	Split Sample
	Maximum Tree Depth	5
Results	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
	Independent Variables Included	tabletNum, telefonNum, notebookNum, jineNum, potravinyNum, hudbaMP3Num, SWNum, knihyEINum, filmDVDNum, filmOnlineNum, pcNum, hudbaCDNum, listkyNum, knihyPapNum, obleceniNum, elektronikaNum
	Number of Nodes	5
	Number of Terminal Nodes	3
	Depth	2

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,416	,028
Test	,441	,036

Growing Method: CRT

Dependent Variable: vekCat

Classification

Sample	Observed	Predicted						Percent Correct
		1	2	3	4	5	6	
Training	1	0	25	0	1	0	0	0,0%
	2	0	160	0	11	0	0	93,6%
	3	0	22	0	3	0	0	0,0%
	4	0	29	0	21	0	0	42,0%
	5	0	11	0	10	0	0	0,0%
	6	0	7	0	10	0	0	0,0%
	Overall Percentage		0,0%	81,9%	0,0%	18,1%	0,0%	0,0%
Test	1	0	19	0	0	0	0	0,0%
	2	0	89	0	9	0	0	90,8%
	3	0	16	0	6	0	0	0,0%
	4	0	23	0	15	0	0	39,5%
	5	0	3	0	2	0	0	0,0%
	6	0	4	0	0	0	0	0,0%
	Overall Percentage		0,0%	82,8%	0,0%	17,2%	0,0%	0,0%

Growing Method: CRT

Dependent Variable: vekCat

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
notebookNum	,064	100,0%
tabletNum	,045	70,7%
jineNum	,037	57,7%
hudbaMP3Num	,036	56,0%
telefonNum	,034	52,6%
filmOnlineNum	,032	49,7%
potravinyNum	,030	47,6%
filmDVDNum	,030	46,3%
SWNum	,029	45,7%
knihyEINum	,028	44,4%
hudbaCDNum	,028	43,2%
knihyPapNum	,026	41,3%
elektronikaNum	,026	40,8%
listkyNum	,019	29,9%
pcNum	,018	27,8%
obleceniNum	,012	18,3%

Growing Method: CRT

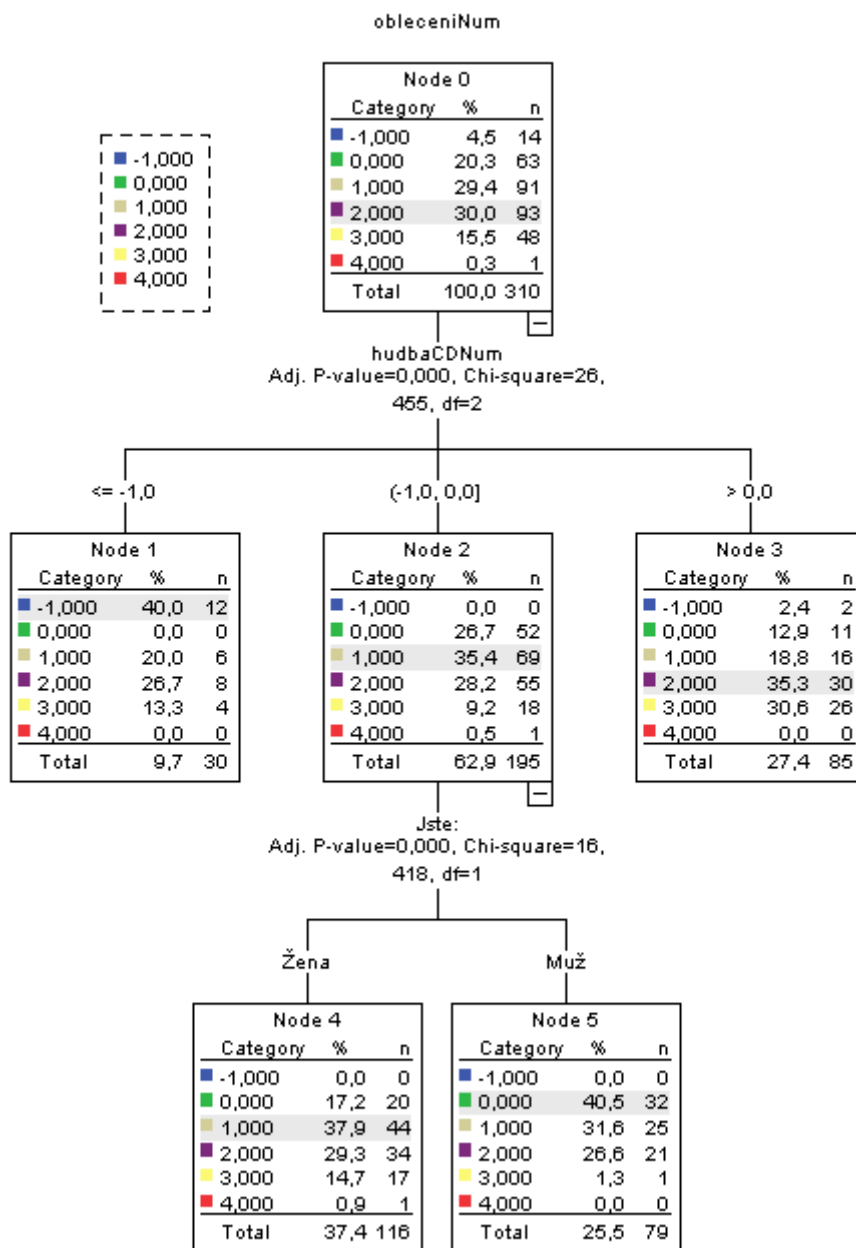
Dependent Variable: vekCat

Obleceni

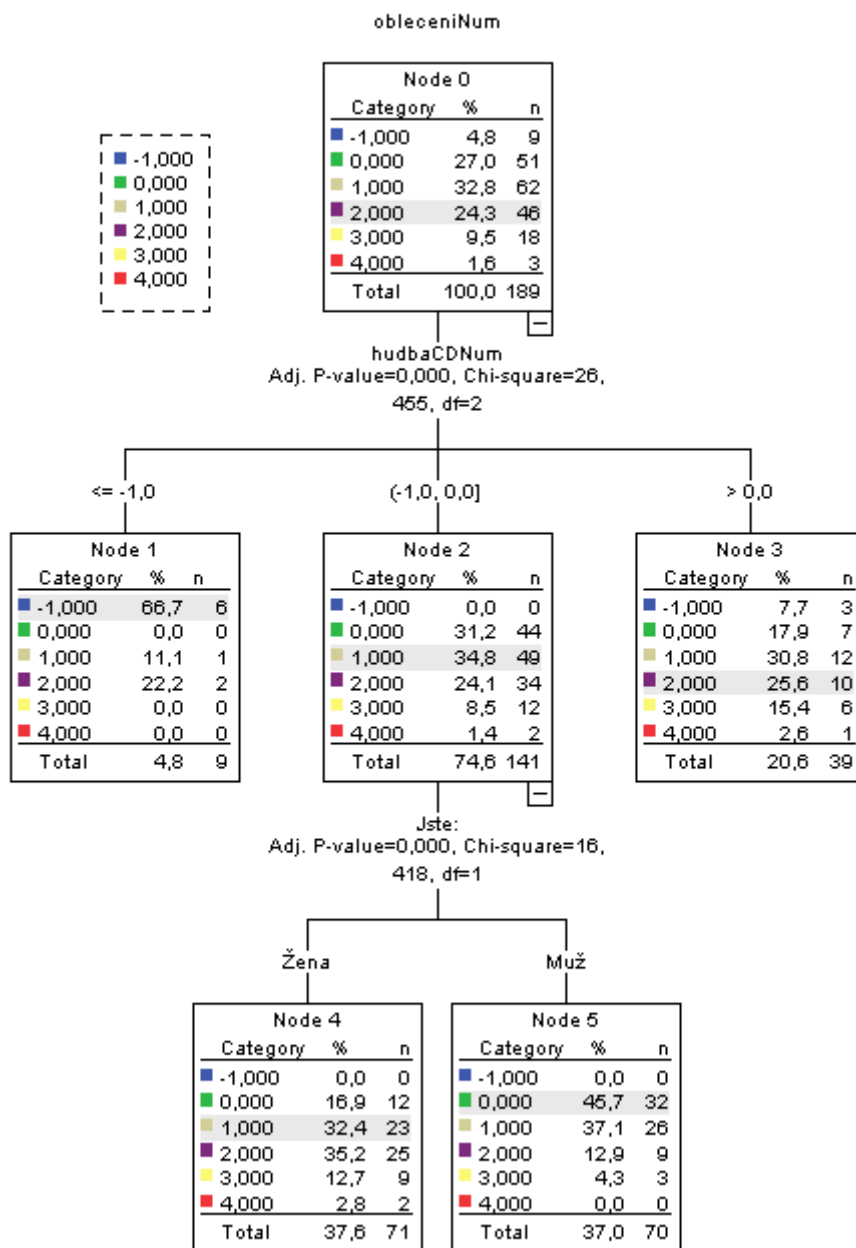
Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	obleceniNum	
	Independent Variables	jineNum, potravinyNum, knihyPapNum, knihyEINum, filmOnlineNum, tabletNum, pcNum, SWNum, listkyNum, hudbaMP3Num, hudbaCDNum, filmDVDNum, elektronikaNum, telefonNum, notebookNum, Jste:, vekCat	
	Validation	Split Sample	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		100
	Minimum Cases in Child Node		30
Results	Independent Variables Included	hudbaCDNum, Jste:	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,619	,028
Test	,624	,035

Growing Method: CHAID

Dependent Variable: obleceniNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	12	0	0	2	0	0	85,7%
	0	0	32	20	11	0	0	50,8%
	1	6	25	44	16	0	0	48,4%
	2	8	21	34	30	0	0	32,3%
	3	4	1	17	26	0	0	0,0%
	4	0	0	1	0	0	0	0,0%
	Overall Percentage		9,7%	25,5%	37,4%	27,4%	0,0%	0,0%
Test	-1	6	0	0	3	0	0	66,7%
	0	0	32	12	7	0	0	62,7%
	1	1	26	23	12	0	0	37,1%
	2	2	9	25	10	0	0	21,7%
	3	0	3	9	6	0	0	0,0%
	4	0	0	2	1	0	0	0,0%
	Overall Percentage		4,8%	37,0%	37,6%	20,6%	0,0%	0,0%

Growing Method: CHAID

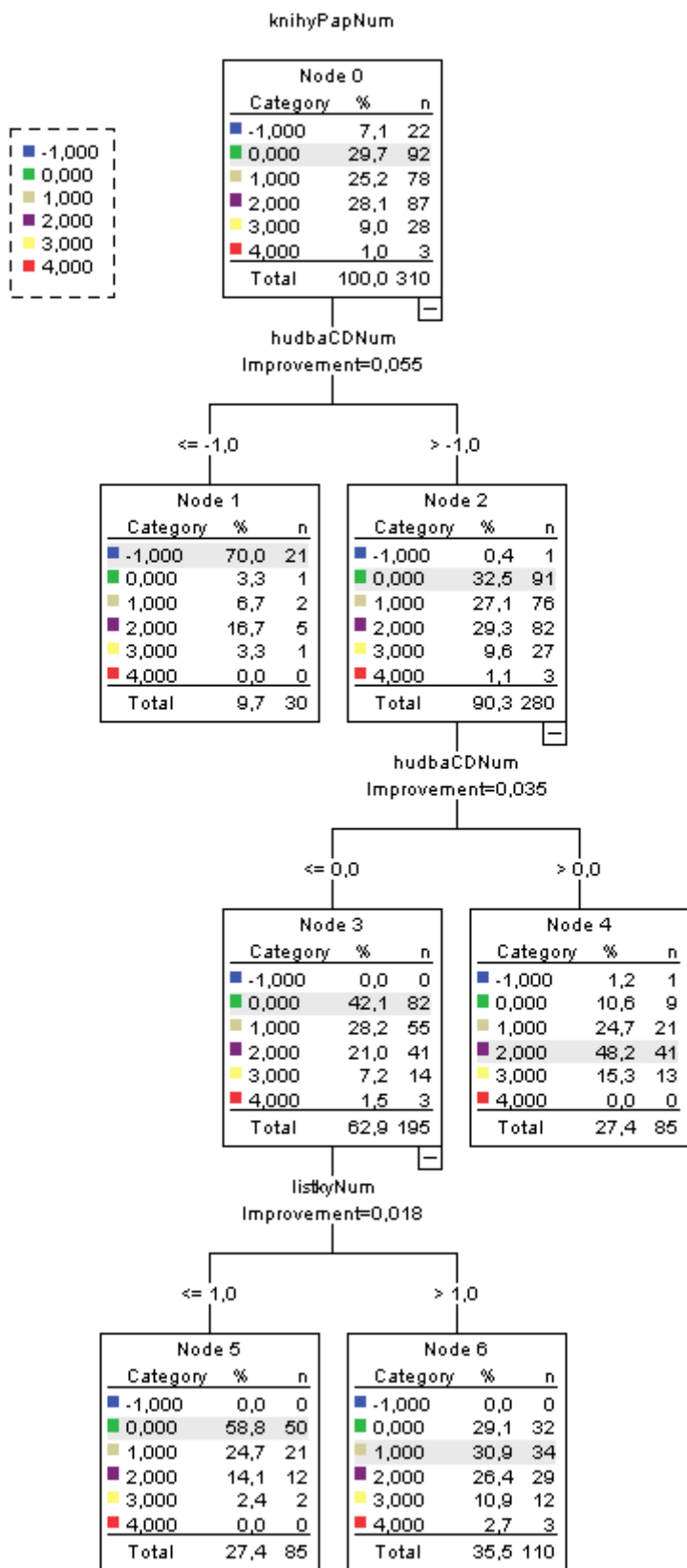
Dependent Variable: obleceniNum

Knihy pap

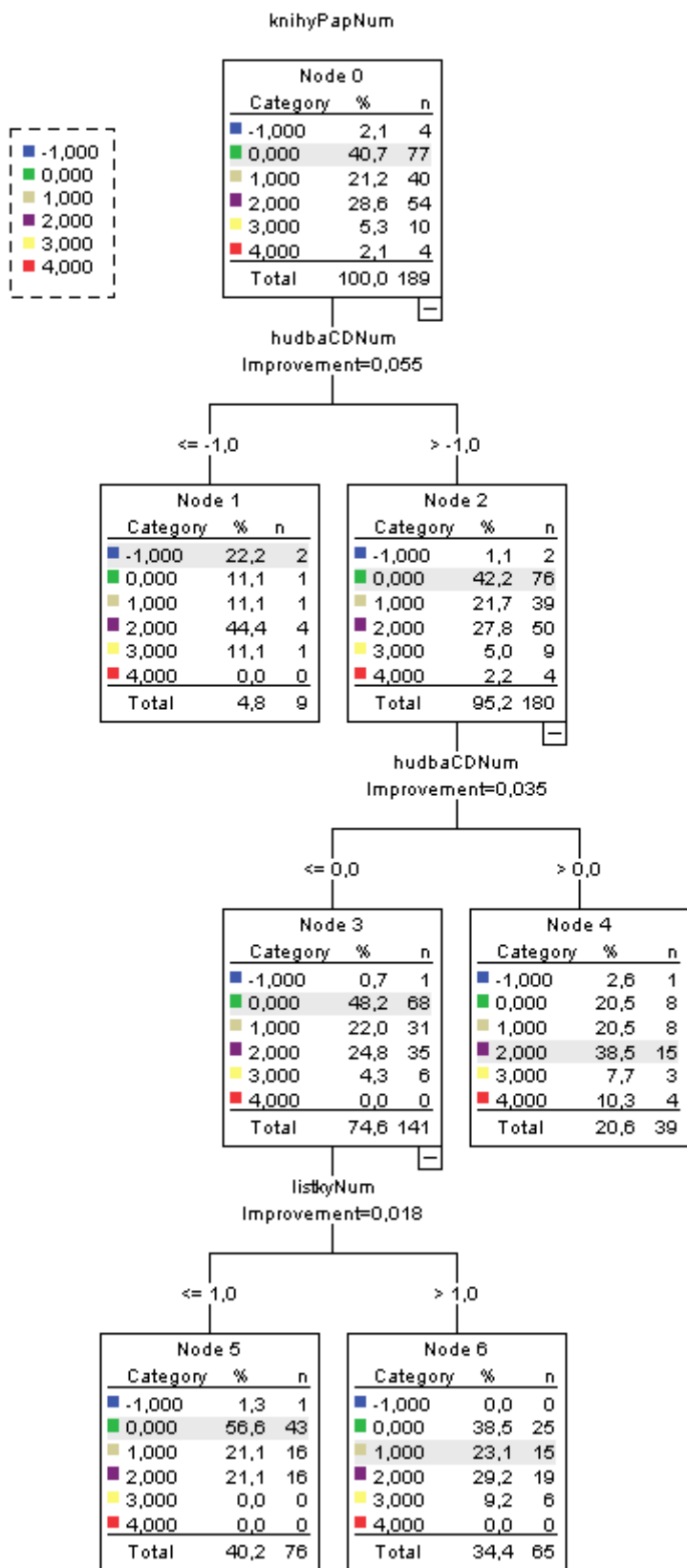
Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	knihyPapNum
	Independent Variables	jineNum, knihyEINum, filmOnlineNum, tabletNum, pcNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, notebookNum, Jste:, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum
	Validation	Split Sample
	Maximum Tree Depth	5
	Minimum Cases in Parent Node	100
Results	Minimum Cases in Child Node	30
	Independent Variables Included	hudbaCDNum, knihyEINum, filmDVDNum, hudbaMP3Num, filmOnlineNum, SWNum, potravinyNum, listkyNum, obleceniNum, elektronikaNum, pcNum, notebookNum, vekCat, Jste:, jineNum
	Number of Nodes	7
	Number of Terminal Nodes	4
	Depth	3

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,529	,028
Test	,603	,036

Growing Method: CRT

Dependent Variable: knihyPapNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	21	0	0	1	0	0	95,5%
	0	1	50	32	9	0	0	54,3%
	1	2	21	34	21	0	0	43,6%
	2	5	12	29	41	0	0	47,1%
	3	1	2	12	13	0	0	0,0%
	4	0	0	3	0	0	0	0,0%
	Overall Percentage		9,7%	27,4%	35,5%	27,4%	0,0%	0,0%
Test	-1	2	1	0	1	0	0	50,0%
	0	1	43	25	8	0	0	55,8%
	1	1	16	15	8	0	0	37,5%
	2	4	16	19	15	0	0	27,8%
	3	1	0	6	3	0	0	0,0%
	4	0	0	0	4	0	0	0,0%
	Overall Percentage		4,8%	40,2%	34,4%	20,6%	0,0%	0,0%

Growing Method: CRT

Dependent Variable: knihyPapNum

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
hudbaCDNum	,090	100,0%
filmDVDNum	,073	81,1%
listkyNum	,058	65,1%
knihyEINum	,058	64,7%
potravinyNum	,053	58,8%
filmOnlineNum	,051	57,0%
hudbaMP3Num	,051	56,2%
SWNum	,042	46,8%
elektronikaNum	,026	28,8%
obleceniNum	,025	27,9%
notebookNum	,017	18,6%
pcNum	,013	14,1%
Jste:	,006	6,5%
jineNum	,003	3,0%
vekCat	,003	2,9%

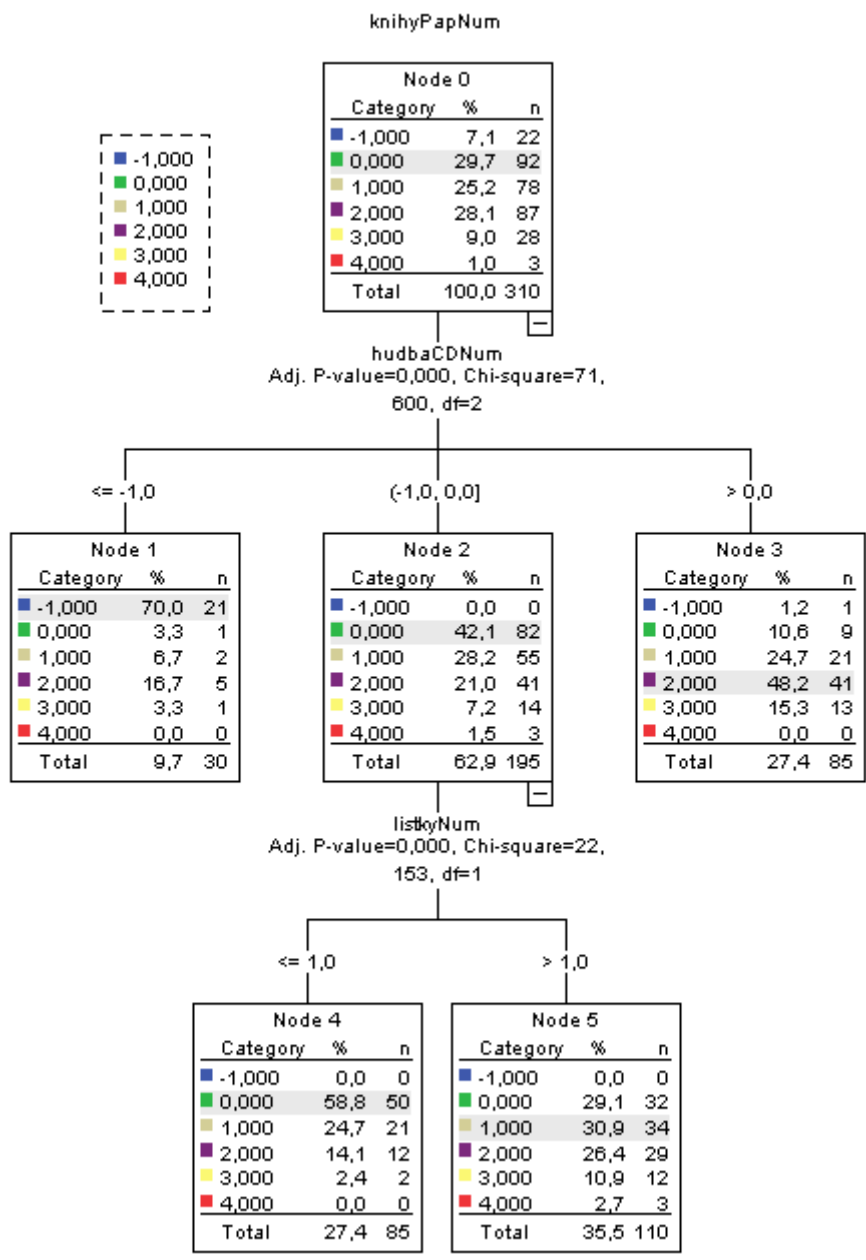
Growing Method: CRT

Dependent Variable: knihyPapNum

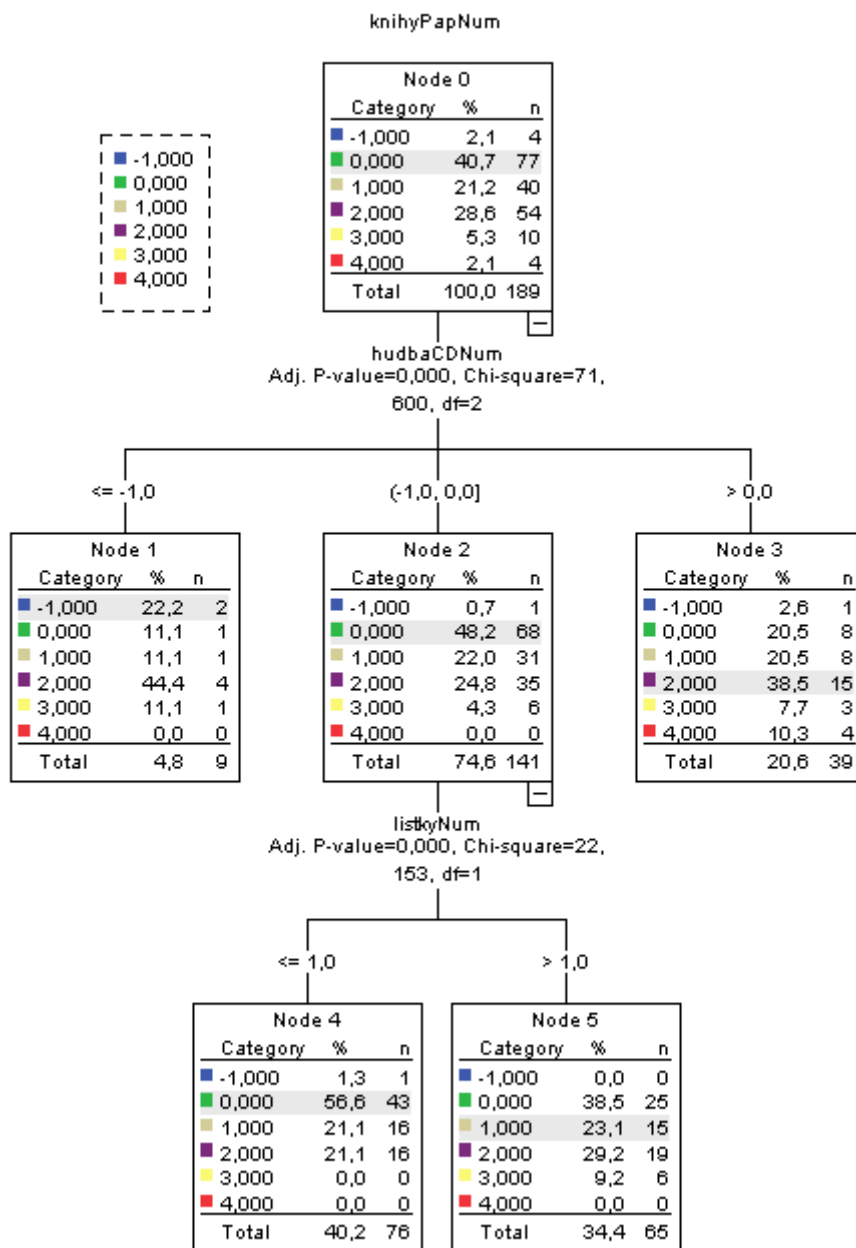
Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	knihyPapNum	
	Independent Variables	jineNum, filmOnlineNum, tabletNum, pcNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, notebookNum, Jste:, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyEINum	
	Validation	Split Sample	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		100
	Minimum Cases in Child Node		30
Results	Independent Variables Included	hudbaCDNum, listkyNum	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,529	,028
Test	,603	,036

Growing Method: CHAID

Dependent Variable: knihyPapNum

Classification

Sample	Observed	Predicted					Percent Correct	
		-1	0	1	2	3		4
Training	-1	21	0	0	1	0	0	95,5%
	0	1	50	32	9	0	0	54,3%
	1	2	21	34	21	0	0	43,6%
	2	5	12	29	41	0	0	47,1%
	3	1	2	12	13	0	0	0,0%
	4	0	0	3	0	0	0	0,0%
	Overall Percentage		9,7%	27,4%	35,5%	27,4%	0,0%	0,0%
Test	-1	2	1	0	1	0	0	50,0%
	0	1	43	25	8	0	0	55,8%
	1	1	16	15	8	0	0	37,5%
	2	4	16	19	15	0	0	27,8%
	3	1	0	6	3	0	0	0,0%
	4	0	0	0	4	0	0	0,0%
	Overall Percentage		4,8%	40,2%	34,4%	20,6%	0,0%	0,0%

Growing Method: CHAID

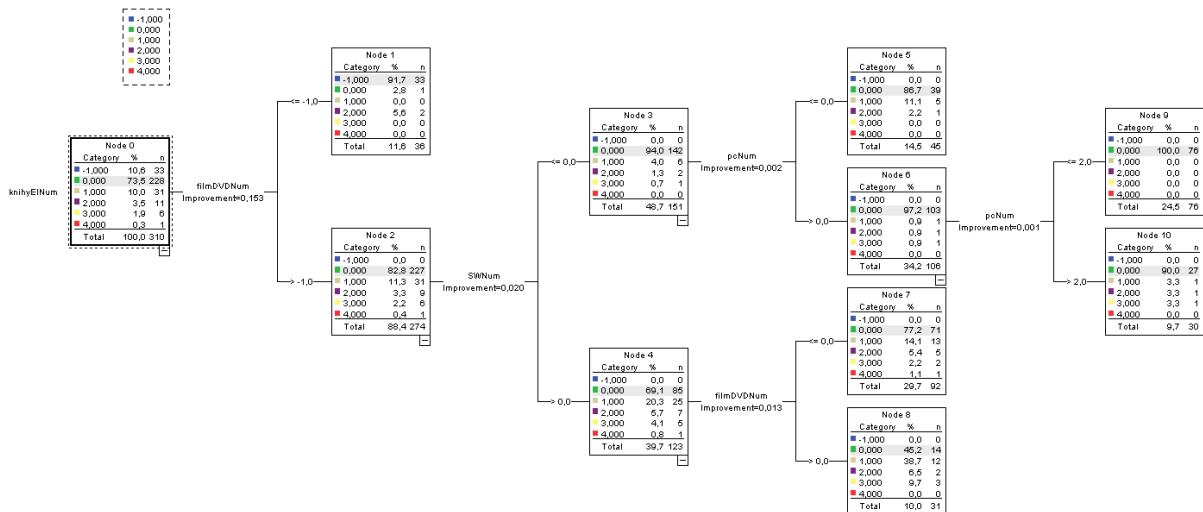
Dependent Variable: knihyPapNum

Knihy Elektr

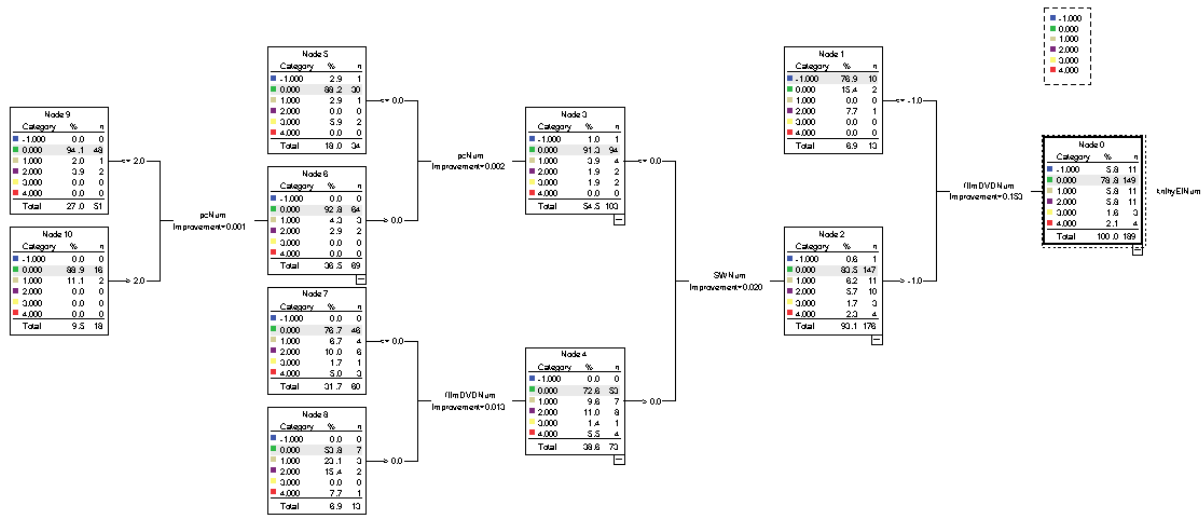
Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	knihyEINum
	Independent Variables	jineNum, filmOnlineNum, tabletNum, pcNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, notebookNum, Jste:, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum
Results	Validation	Split Sample
	Maximum Tree Depth	5
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
	Independent Variables Included	filmDVDNum, hudbaMP3Num, filmOnlineNum, potravinyNum, hudbaCDNum, SWNum, knihyPapNum, listkyNum, obleceniNum, elektronikaNum, pcNum, notebookNum, Jste:, tabletNum, telefonNum, jineNum
	Number of Nodes	11
	Number of Terminal Nodes	6
	Depth	4

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,161	,021
Test	,169	,027

Growing Method: CRT

Dependent Variable: knihyEINum

Classification

Sample	Observed	Predicted					Percent Correct	
		-1	0	1	2	3		4
Training	-1	33	0	0	0	0	0	100,0%
	0	1	227	0	0	0	0	99,6%
	1	0	31	0	0	0	0	0,0%
	2	2	9	0	0	0	0	0,0%
	3	0	6	0	0	0	0	0,0%
	4	0	1	0	0	0	0	0,0%
	Overall Percentage		11,6%	88,4%	0,0%	0,0%	0,0%	0,0%
Test	-1	10	1	0	0	0	0	90,9%
	0	2	147	0	0	0	0	98,7%
	1	0	11	0	0	0	0	0,0%
	2	1	10	0	0	0	0	0,0%
	3	0	3	0	0	0	0	0,0%
	4	0	4	0	0	0	0	0,0%
	Overall Percentage		6,9%	93,1%	0,0%	0,0%	0,0%	0,0%

Growing Method: CRT

Dependent Variable: knihyEINum

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
filmDVDNum	,176	100,0%
hudbaMP3Num	,153	86,9%
filmOnlineNum	,146	82,8%
hudbaCDNum	,140	79,4%
SWNum	,137	78,0%
potravinyNum	,120	68,2%
knihyPapNum	,098	55,8%
obleceniNum	,072	41,0%
listkyNum	,063	36,0%
elektronikaNum	,045	25,6%
notebookNum	,041	23,4%
pcNum	,038	21,7%
tabletNum	,005	2,6%
telefonNum	,003	1,5%
Jste:	,002	1,2%
jineNum	,002	1,1%

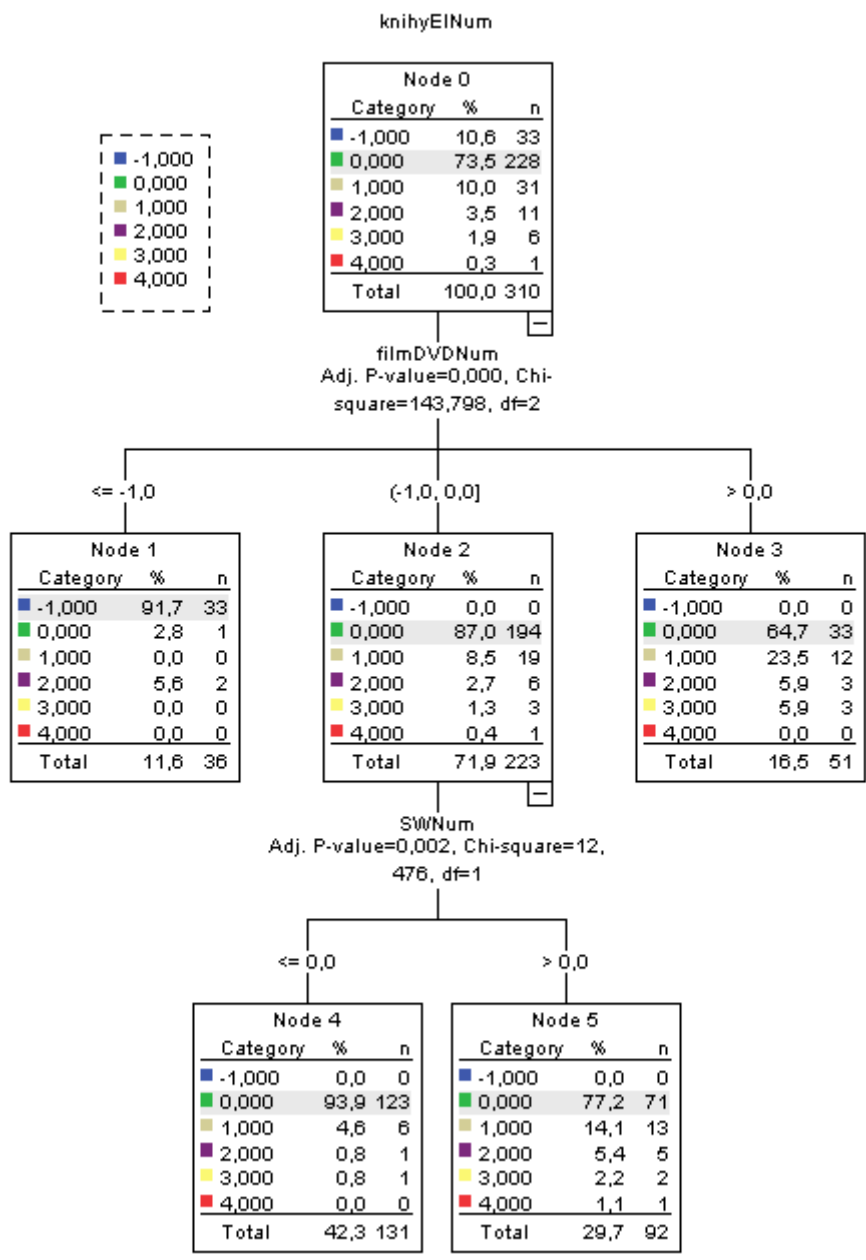
Growing Method: CRT

Dependent Variable: knihyEINum

Model Summary

Specifications	Growing Method	CHAID	
	Dependent Variable	knihyEINum	
	Independent Variables	jineNum, filmOnlineNum, tabletNum, pcNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, notebookNum, Jste., vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum	
	Validation	Split Sample	
	Maximum Tree Depth		3
	Minimum Cases in Parent Node		100
	Minimum Cases in Child Node		30
Results	Independent Variables Included	filmDVDNum, SWNum	
	Number of Nodes		6
	Number of Terminal Nodes		4
	Depth		2

Train



Test

knihyEINum



Node 0		
Category	%	n
-1,000	5,8	11
0,000	78,8	149
1,000	5,8	11
2,000	5,8	11
3,000	1,6	3
4,000	2,1	4
Total	100,0	189

filmDVDNum
Adj. P-value=0,000, Chi-square=143,798, df=2

$\leq -1,0$

$(-1,0, 0,0]$

$> 0,0$

Node 1		
Category	%	n
-1,000	76,9	10
0,000	15,4	2
1,000	0,0	0
2,000	7,7	1
3,000	0,0	0
4,000	0,0	0
Total	6,9	13

Node 2		
Category	%	n
-1,000	0,0	0
0,000	85,1	126
1,000	5,4	8
2,000	4,7	7
3,000	2,0	3
4,000	2,7	4
Total	78,3	148

Node 3		
Category	%	n
-1,000	3,6	1
0,000	75,0	21
1,000	10,7	3
2,000	10,7	3
3,000	0,0	0
4,000	0,0	0
Total	14,8	28

SWNum
Adj. P-value=0,002, Chi-square=12,476, df=1

$\leq 0,0$

$> 0,0$

Node 4		
Category	%	n
-1,000	0,0	0
0,000	92,0	80
1,000	4,6	4
2,000	1,1	1
3,000	2,3	2
4,000	0,0	0
Total	46,0	87

Node 5		
Category	%	n
-1,000	0,0	0
0,000	75,4	46
1,000	6,6	4
2,000	9,8	6
3,000	1,6	1
4,000	6,6	4
Total	32,3	61

Risk

Sample	Estimate	Std. Error
Training	,161	,021
Test	,169	,027

Growing Method: CHAID

Dependent Variable: knihyEINum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	33	0	0	0	0	0	100,0%
	0	1	227	0	0	0	0	99,6%
	1	0	31	0	0	0	0	0,0%
	2	2	9	0	0	0	0	0,0%
	3	0	6	0	0	0	0	0,0%
	4	0	1	0	0	0	0	0,0%
	Overall Percentage		11,6%	88,4%	0,0%	0,0%	0,0%	0,0%
Test	-1	10	1	0	0	0	0	90,9%
	0	2	147	0	0	0	0	98,7%
	1	0	11	0	0	0	0	0,0%
	2	1	10	0	0	0	0	0,0%
	3	0	3	0	0	0	0	0,0%
	4	0	4	0	0	0	0	0,0%
	Overall Percentage		6,9%	93,1%	0,0%	0,0%	0,0%	0,0%

Growing Method: CHAID

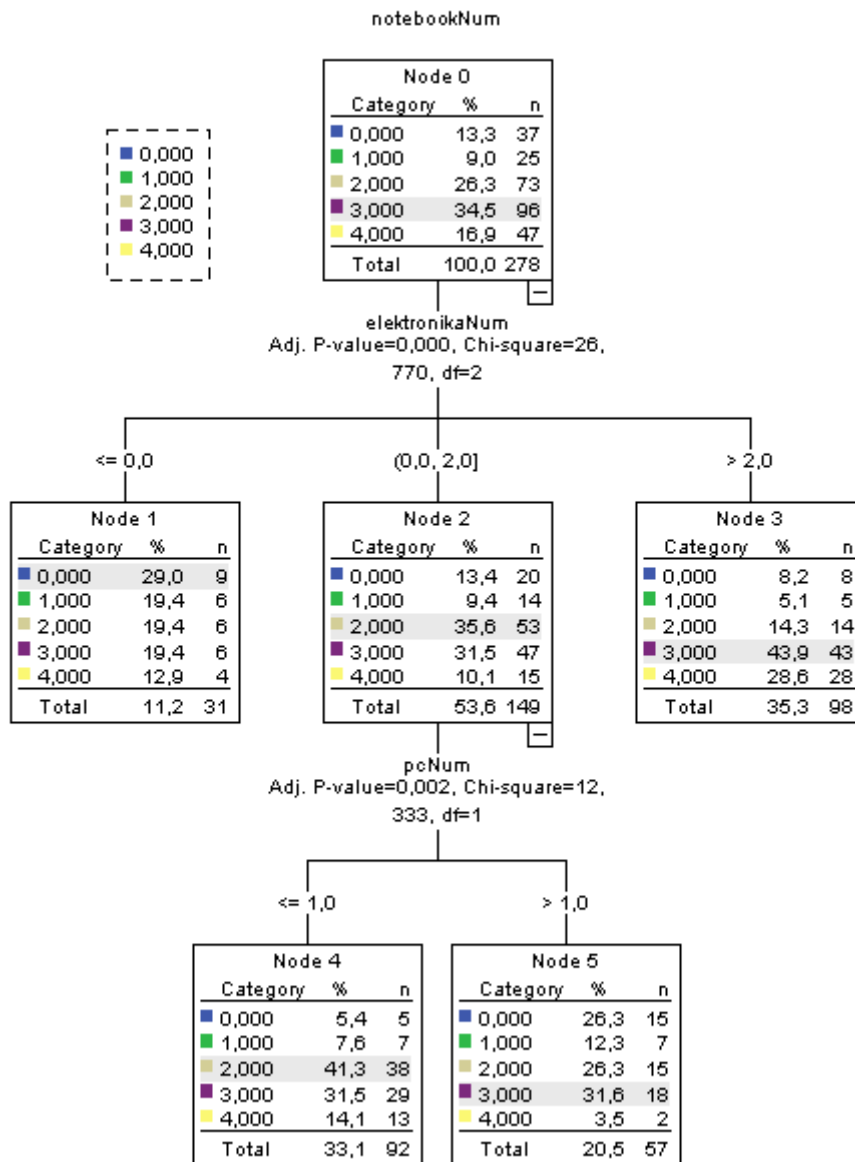
Dependent Variable: knihyEINum

Notebook

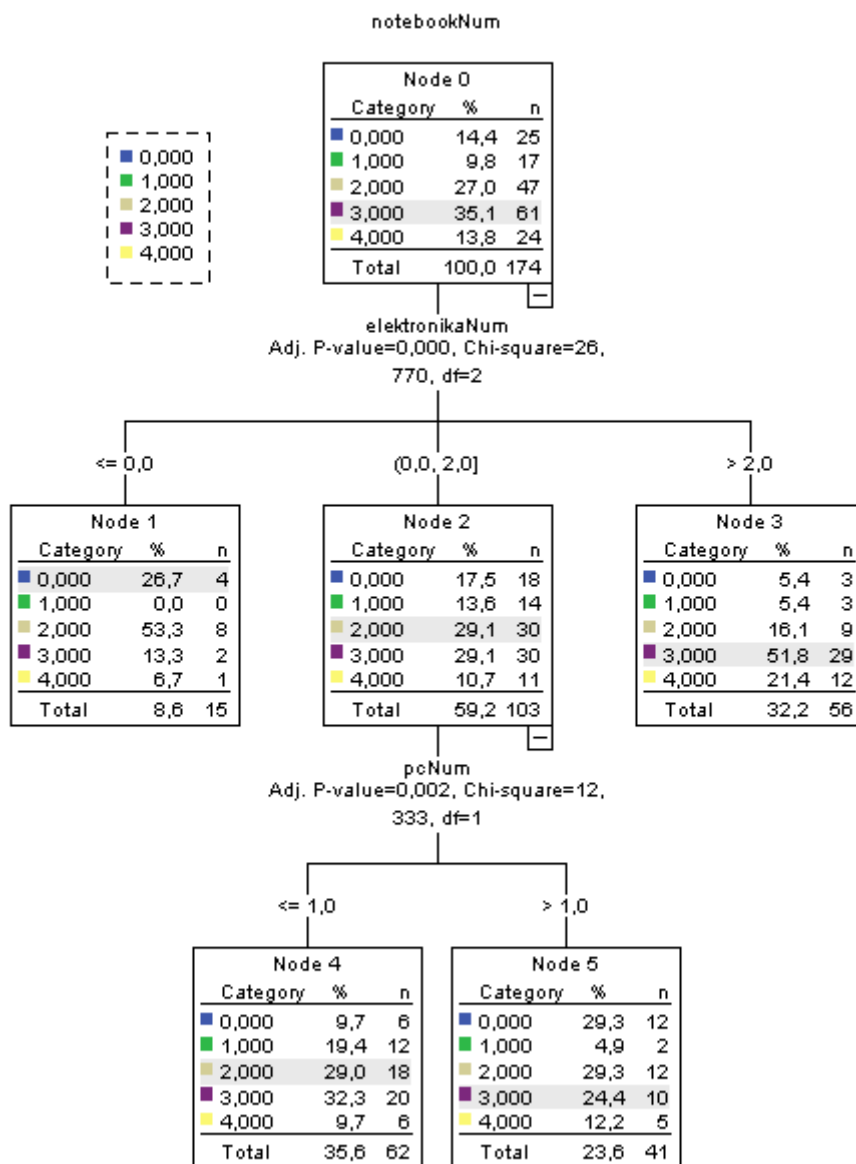
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	notebookNum
	Independent Variables	jineNum, filmOnlineNum, tabletNum, pcNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, Jste., vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum
	Validation	Split Sample
Results	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
	Independent Variables Included	elektronikaNum, pcNum
	Number of Nodes	6
	Number of Terminal Nodes	4
	Depth	2

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,612	,029
Test	,649	,036

Growing Method: CHAID

Dependent Variable: notebookNum

Classification

Sample	Observed	Predicted					Percent Correct
		0	1	2	3	4	
Training	0	9	0	5	23	0	24,3%
	1	6	0	7	12	0	0,0%
	2	6	0	38	29	0	52,1%
	3	6	0	29	61	0	63,5%
	4	4	0	13	30	0	0,0%
	Overall Percentage		11,2%	0,0%	33,1%	55,8%	0,0%
Test	0	4	0	6	15	0	16,0%
	1	0	0	12	5	0	0,0%
	2	8	0	18	21	0	38,3%
	3	2	0	20	39	0	63,9%
	4	1	0	6	17	0	0,0%
	Overall Percentage		8,6%	0,0%	35,6%	55,7%	0,0%

Growing Method: CHAID

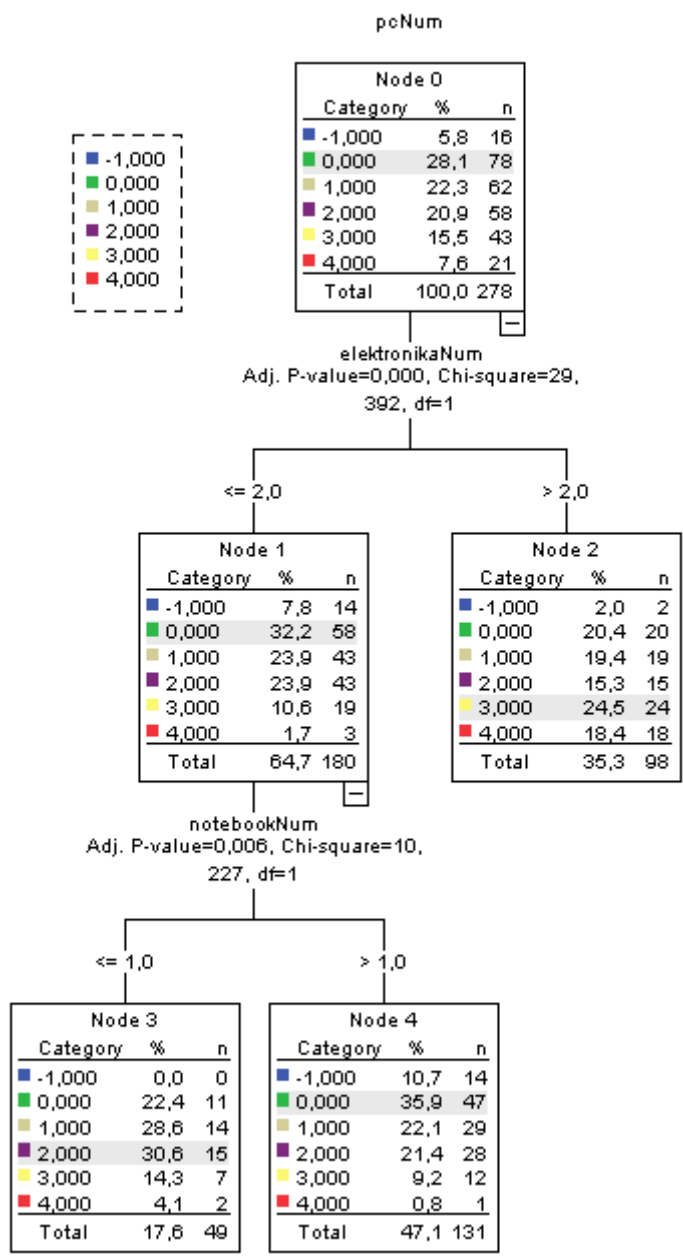
Dependent Variable: notebookNum

PC

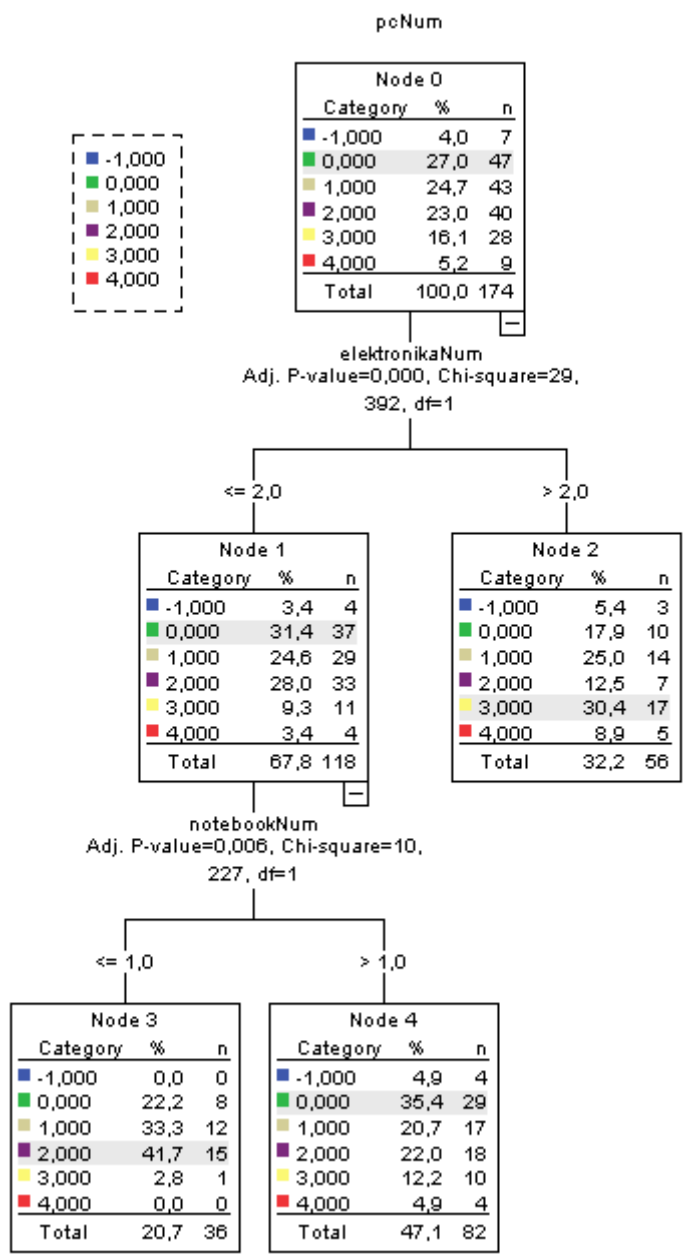
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	pcNum
	Independent Variables	jineNum, filmOnlineNum, tabletNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, Jste:, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum
	Validation	Split Sample
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
Results	Minimum Cases in Child Node	30
	Independent Variables Included	elektronikaNum, notebookNum
	Number of Nodes	5
	Number of Terminal Nodes	3
	Depth	2

Train



Test



Risk		
Sample	Estimate	Std. Error
Training	,691	,028
Test	,649	,036

Growing Method: CHAID
Dependent Variable: pcNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	0	14	0	0	2	0	0,0%
	0	0	47	0	11	20	0	60,3%
	1	0	29	0	14	19	0	0,0%
	2	0	28	0	15	15	0	25,9%
	3	0	12	0	7	24	0	55,8%
	4	0	1	0	2	18	0	0,0%
	Overall Percentage		0,0%	47,1%	0,0%	17,6%	35,3%	0,0%
Test	-1	0	4	0	0	3	0	0,0%
	0	0	29	0	8	10	0	61,7%
	1	0	17	0	12	14	0	0,0%
	2	0	18	0	15	7	0	37,5%
	3	0	10	0	1	17	0	60,7%
	4	0	4	0	0	5	0	0,0%
	Overall Percentage		0,0%	47,1%	0,0%	20,7%	32,2%	0,0%

Growing Method: CHAID

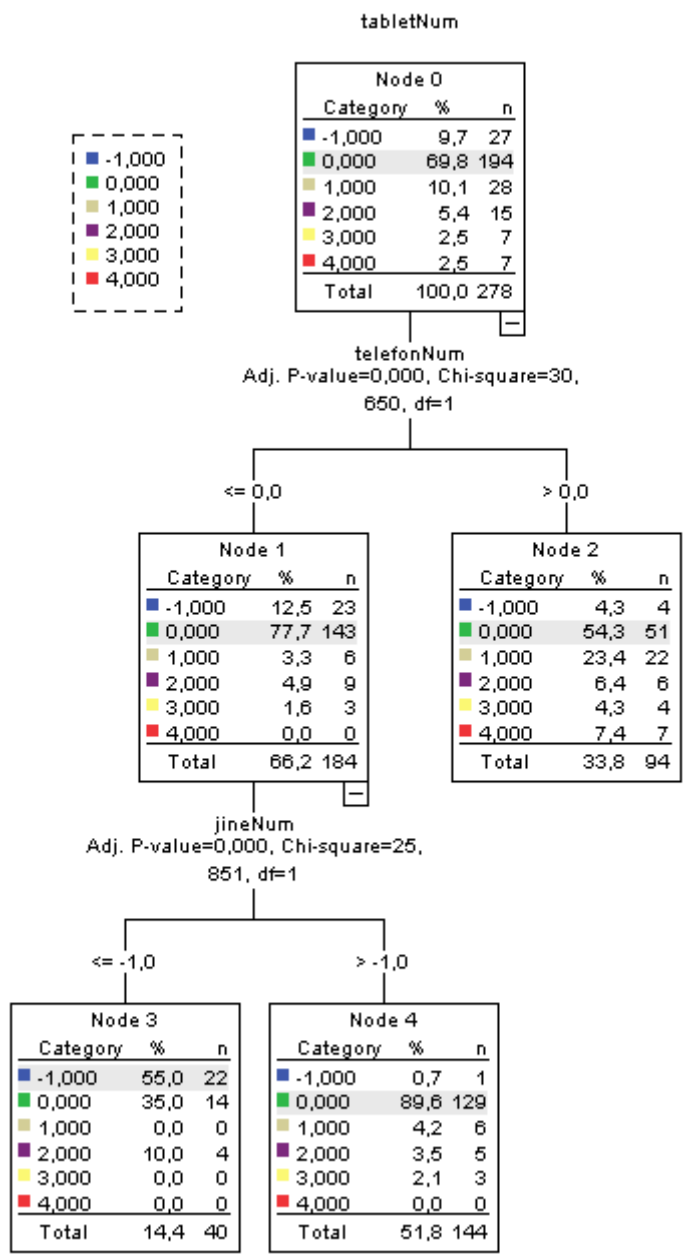
Dependent Variable: pcNum

Tablet

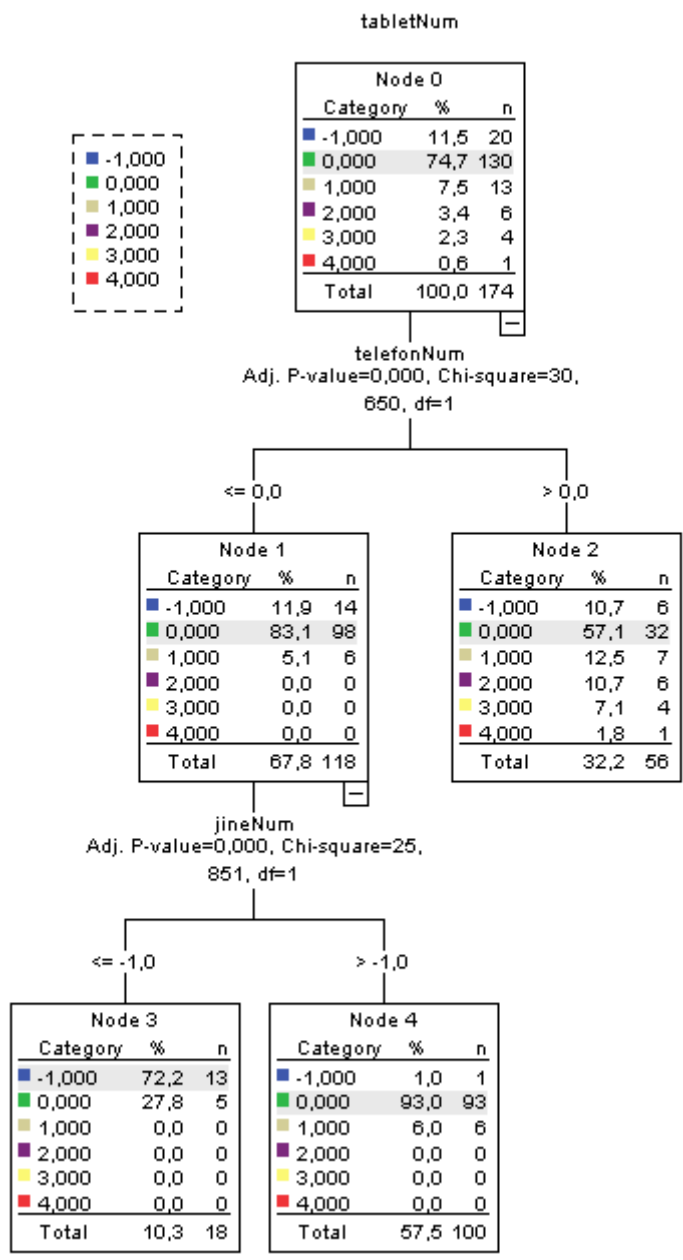
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	tabletNum
	Independent Variables	jineNum, filmOnlineNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, Jste:, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum, pcNum
	Validation	Split Sample
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	30
Results	Independent Variables Included	telefonNum, jineNum
	Number of Nodes	5
	Number of Terminal Nodes	3
	Depth	2

Train



Test



Risk		
Sample	Estimate	Std. Error
Training	,273	,027
Test	,207	,031

Growing Method: CHAID
Dependent Variable: tabletNum

Classification

Sample	Observed	Predicted						Percent Correct
		-1	0	1	2	3	4	
Training	-1	22	5	0	0	0	0	81,5%
	0	14	180	0	0	0	0	92,8%
	1	0	28	0	0	0	0	0,0%
	2	4	11	0	0	0	0	0,0%
	3	0	7	0	0	0	0	0,0%
	4	0	7	0	0	0	0	0,0%
	Overall Percentage		14,4%	85,6%	0,0%	0,0%	0,0%	0,0%
Test	-1	13	7	0	0	0	0	65,0%
	0	5	125	0	0	0	0	96,2%
	1	0	13	0	0	0	0	0,0%
	2	0	6	0	0	0	0	0,0%
	3	0	4	0	0	0	0	0,0%
	4	0	1	0	0	0	0	0,0%
	Overall Percentage		10,3%	89,7%	0,0%	0,0%	0,0%	0,0%

Growing Method: CHAID

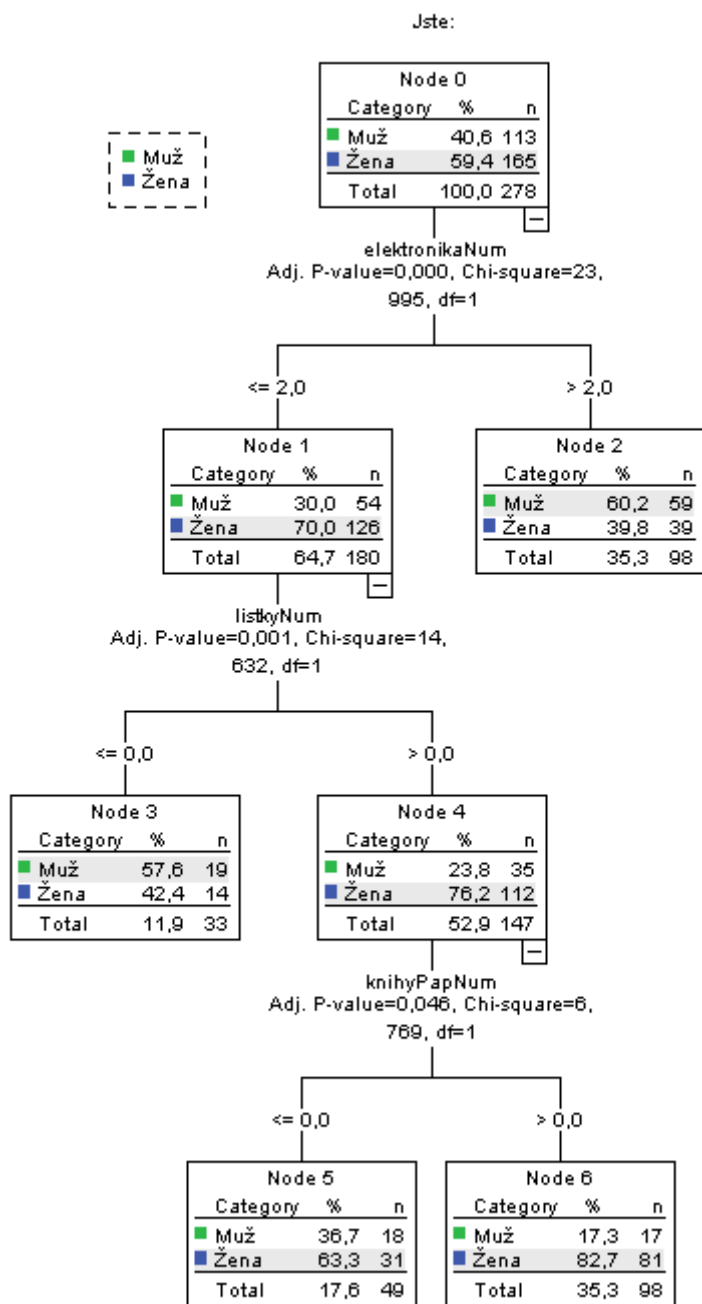
Dependent Variable: tabletNum

Pohlaví

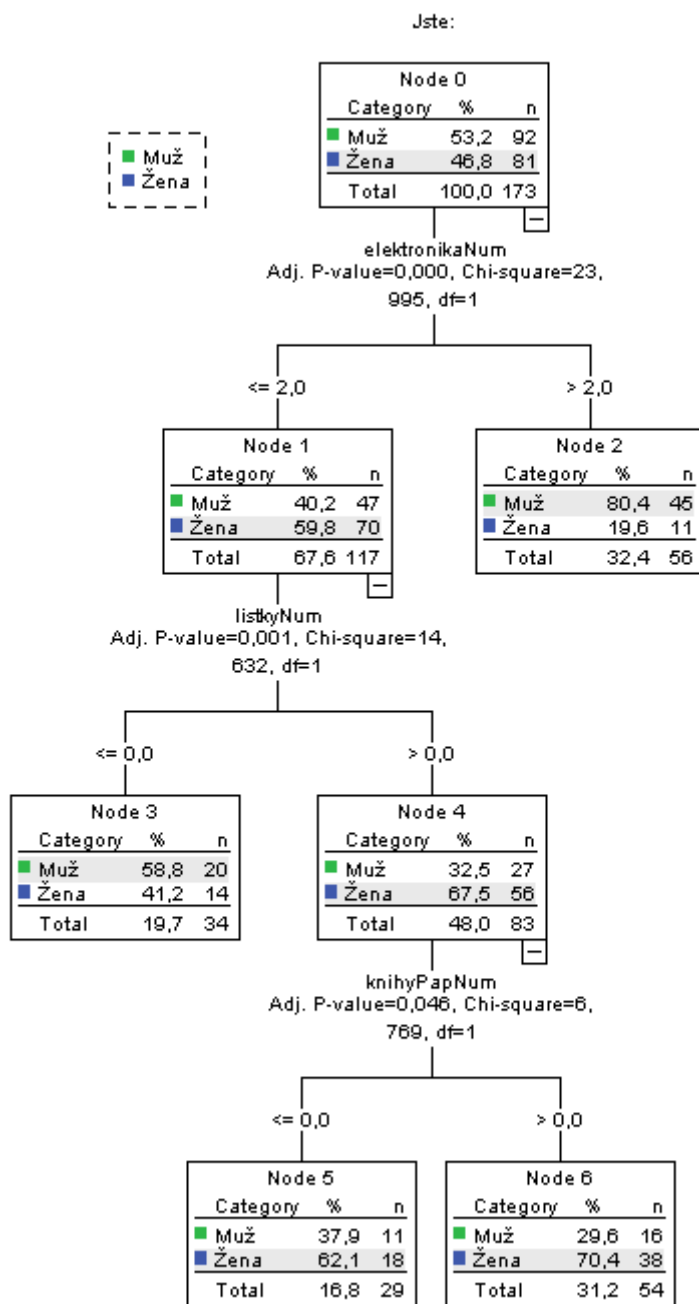
Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	Jste:
	Independent Variables	jineNum, filmOnlineNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum, pcNum, tabletNum
	Validation	Split Sample
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
Results	Minimum Cases in Child Node	30
	Independent Variables Included	elektronikaNum, listkyNum, knihyPapNum
	Number of Nodes	7
	Number of Terminal Nodes	4
	Depth	3

Train



Test



Risk

Sample	Estimate	Std. Error
Training	,317	,028
Test	,301	,035

Growing Method: CHAID
 Dependent Variable: Jste:

Classification

Sample	Observed	Predicted		
		Muž	Žena	Percent Correct
Training	Muž	78	35	69,0%
	Žena	53	112	67,9%
	Overall Percentage	47,1%	52,9%	68,3%
Test	Muž	65	27	70,7%
	Žena	25	56	69,1%
	Overall Percentage	52,0%	48,0%	69,9%

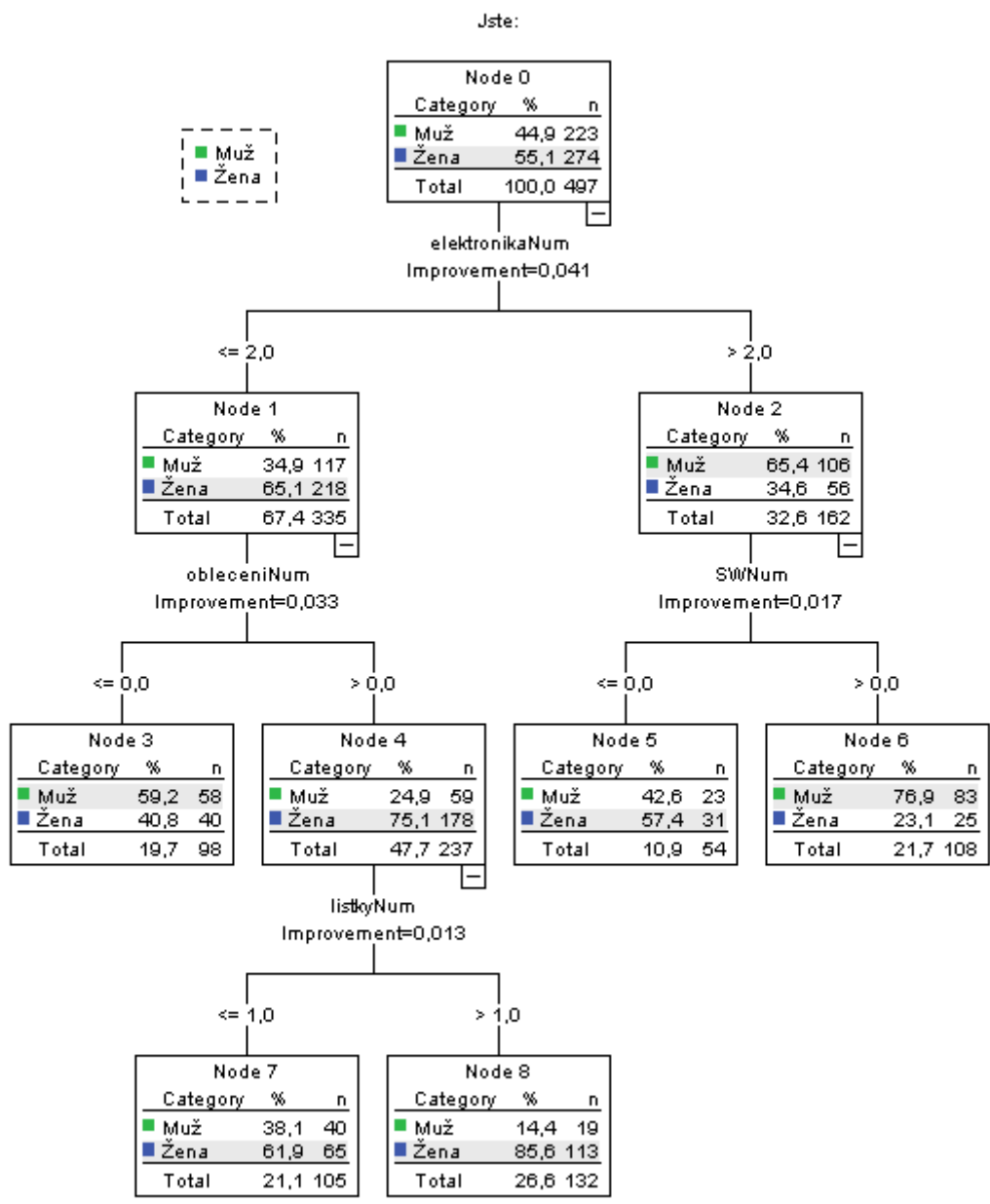
Growing Method: CHAID

Dependent Variable: Jste:

CELEK

Model Summary

Specifications	Growing Method	CRT	
	Dependent Variable	Jste:	
	Independent Variables	jineNum, filmOnlineNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum, pcNum, tabletNum	
	Validation	None	
	Maximum Tree Depth		5
	Minimum Cases in Parent Node		100
	Minimum Cases in Child Node		50
Results	Independent Variables Included	elektronikaNum, SWNum, pcNum, hudbaMP3Num, knihyEINum, notebookNum, filmOnlineNum, tabletNum, hudbaCDNum, knihyPapNum, obleceniNum, vekCat, listkyNum, filmDVDNum, potravinyNum, telefonNum	
	Number of Nodes		9
	Number of Terminal Nodes		5
	Depth		3



Classification

	Predicted		
	Muž	Žena	Percent Correct
Observed			
Muž	141	82	63,2%
Žena	65	209	76,3%
Overall Percentage	41,4%	58,6%	70,4%

Risk

Estimate	Std. Error
,296	,020

Growing Method: CRT
Dependent Variable: Jste:

Growing Method: CRT
Dependent Variable: Jste:

Independent Variable Importance

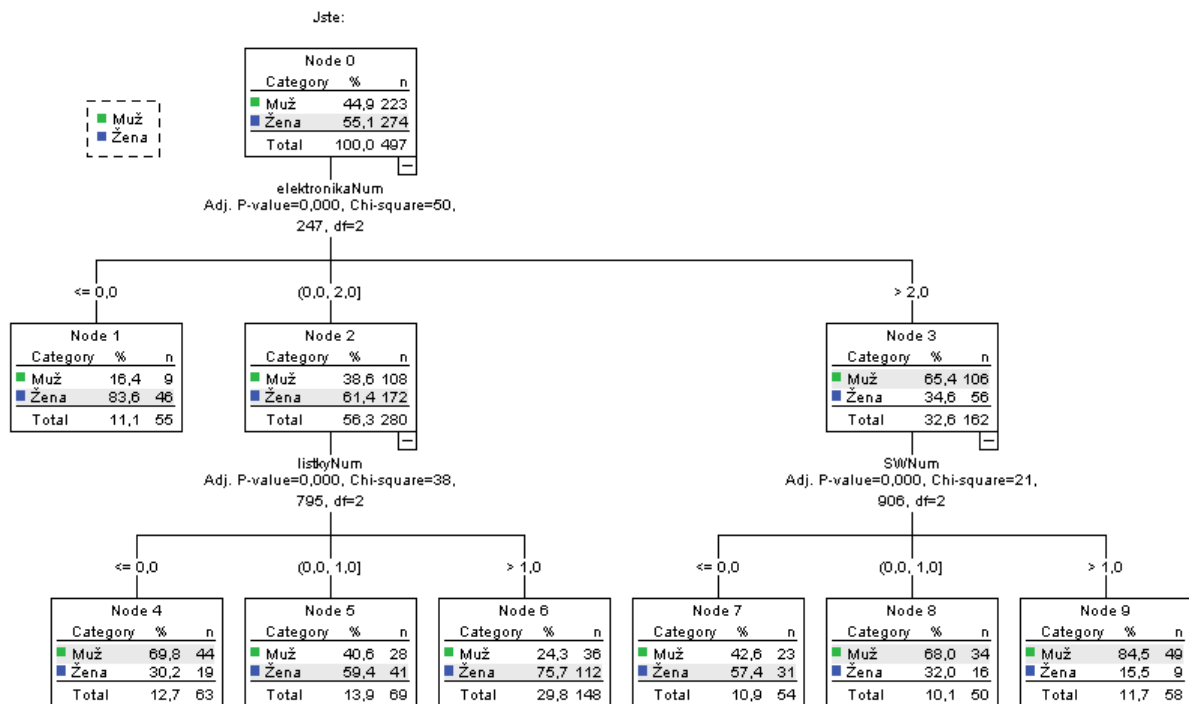
Independent Variable	Importance	Normalized Importance
elektronikaNum	,049	100,0%
obleceniNum	,039	79,6%
SWNum	,033	67,4%
listkyNum	,022	46,3%
vekCat	,011	23,3%
pcNum	,011	22,4%
notebookNum	,010	20,8%
hudbaMP3Num	,006	12,5%
knihyEINum	,005	10,9%
filmDVDNum	,004	8,7%
filmOnlineNum	,004	8,3%
knihyPapNum	,004	7,4%
tabletNum	,003	6,3%
telefonNum	,002	4,8%
hudbaCDNum	,002	3,1%
potravinyNum	6,517E-5	0,1%

Growing Method: CRT

Dependent Variable: Jste:

Model Summary

Specifications	Growing Method	CHAID
	Dependent Variable	Jste:
	Independent Variables	jineNum, filmOnlineNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, vekCat, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum, pcNum, tabletNum
	Validation	None
	Maximum Tree Depth	3
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	50
Results	Independent Variables Included	elektronikaNum, listkyNum, SWNum
	Number of Nodes	10
	Number of Terminal Nodes	7
	Depth	2



Classification

Risk	
Estimate	Std. Error
,282	,020

Growing Method: CHAID
Dependent Variable: Jste:

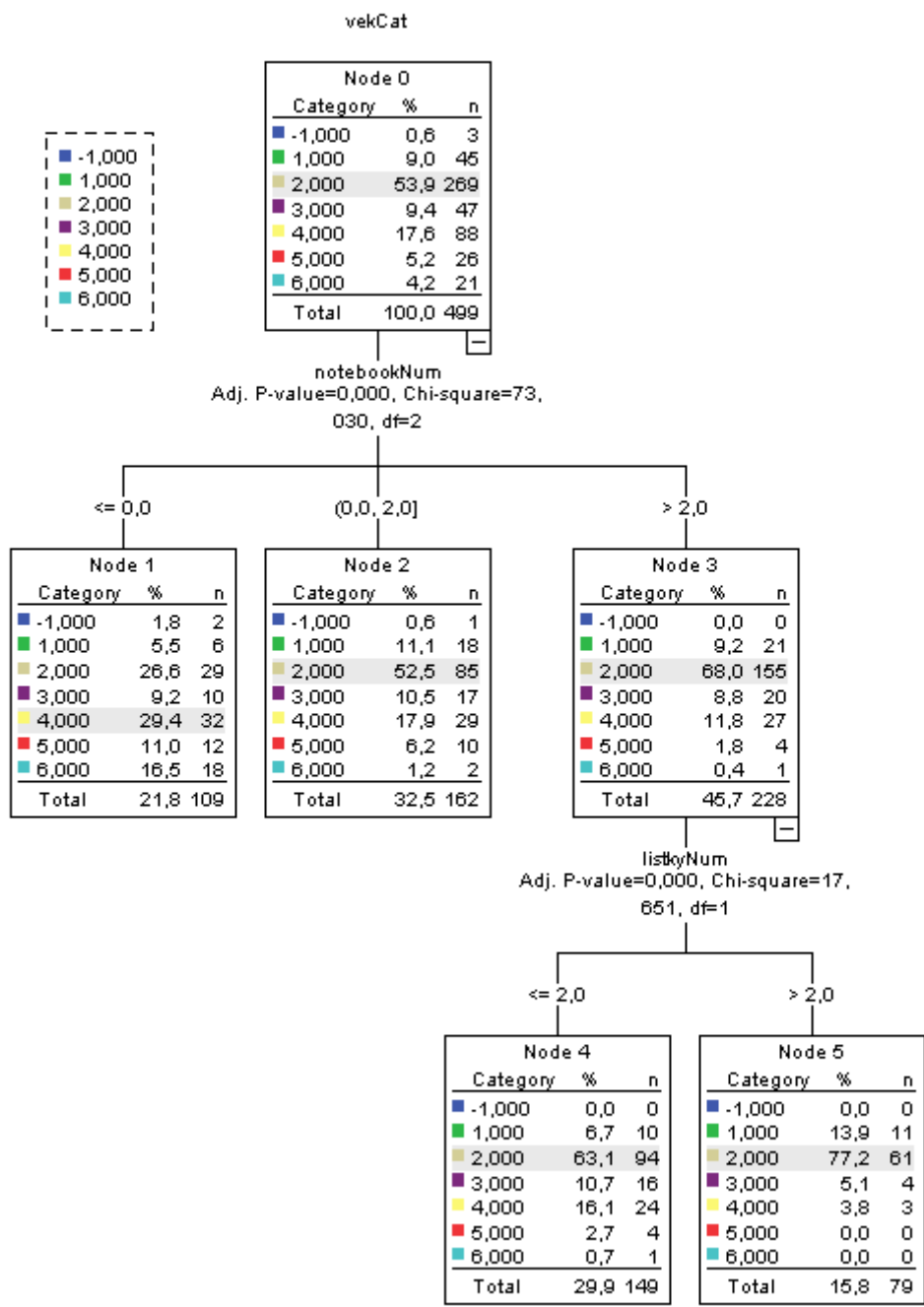
Observed	Predicted		
	Muž	Žena	Percent Correct
Muž	127	96	57,0%
Žena	44	230	83,9%
Overall Percentage	34,4%	65,6%	71,8%

Growing Method: CHAID
Dependent Variable: Jste:

Věk

Model Summary

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



Risk

Estimate	Std. Error
,455	,022

Growing Method: CHAID
 Dependent Variable:
 vekCat

Classification

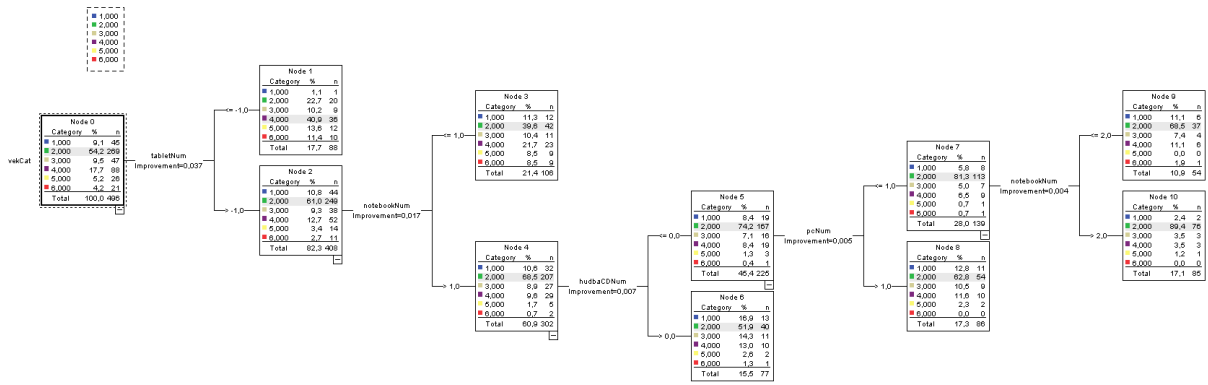
Observed	Predicted							Percent Correct
	-1	1	2	3	4	5	6	
-1	0	0	1	0	2	0	0	0,0%
1	0	0	39	0	6	0	0	0,0%
2	0	0	240	0	29	0	0	89,2%
3	0	0	37	0	10	0	0	0,0%
4	0	0	56	0	32	0	0	36,4%
5	0	0	14	0	12	0	0	0,0%
6	0	0	3	0	18	0	0	0,0%
Overall Percentage	0,0%	0,0%	78,2%	0,0%	21,8%	0,0%	0,0%	54,5%

Growing Method: CHAID

Dependent Variable: vekCat

Model Summary

Specifications	Growing Method	CRT
	Dependent Variable	vekCat
	Independent Variables	jineNum, filmOnlineNum, SWNum, hudbaMP3Num, filmDVDNum, elektronikaNum, telefonNum, hudbaCDNum, obleceniNum, potravinyNum, listkyNum, knihyPapNum, knihyEINum, notebookNum, pcNum, tabletNum, Jste:
	Validation	None
	Maximum Tree Depth	5
	Minimum Cases in Parent Node	100
	Minimum Cases in Child Node	50
Results	Independent Variables Included	tabletNum, telefonNum, jineNum, notebookNum, potravinyNum, hudbaMP3Num, knihyEINum, filmOnlineNum, filmDVDNum, pcNum, SWNum, hudbaCDNum, obleceniNum, listkyNum, knihyPapNum, elektronikaNum, Jste:
	Number of Nodes	11
	Number of Terminal Nodes	6
	Depth	5



Risk

Estimate	Std. Error
,425	,022

Growing Method: CRT
 Dependent Variable:
 vekCat

Classification

Observed	Predicted						Percent Correct
	1	2	3	4	5	6	
1	0	44	0	1	0	0	0,0%
2	0	249	0	20	0	0	92,6%
3	0	38	0	9	0	0	0,0%
4	0	52	0	36	0	0	40,9%
5	0	14	0	12	0	0	0,0%
6	0	11	0	10	0	0	0,0%
Overall Percentage	0,0%	82,3%	0,0%	17,7%	0,0%	0,0%	57,5%

Growing Method: CRT
 Dependent Variable: vekCat

Independent Variable Importance

Independent Variable	Importance	Normalized Importance
notebookNum	,049	100,0%
tabletNum	,038	77,3%
telefonNum	,037	75,2%
jineNum	,034	68,6%
hudbaMP3Num	,031	63,1%
filmOnlineNum	,030	61,3%
hudbaCDNum	,028	57,6%
potravinyNum	,028	55,9%
filmDVDNum	,027	54,5%
knihyEINum	,024	48,8%
SWNum	,019	37,5%
pcNum	,018	35,8%
knihyPapNum	,016	32,2%
elektronikaNum	,014	28,7%
listkyNum	,014	28,6%
obleceniNum	,014	28,4%
Jste:	9,165E-5	0,2%

Growing Method: CRT

Dependent Variable: vekCat