
GenIQ Model

~ Visual Introduction ~

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GenIQ[®]

Objective

The **GenIQ Model**© is a machine learning alternative model to the statistical ordinary least squares and logistic regression models.

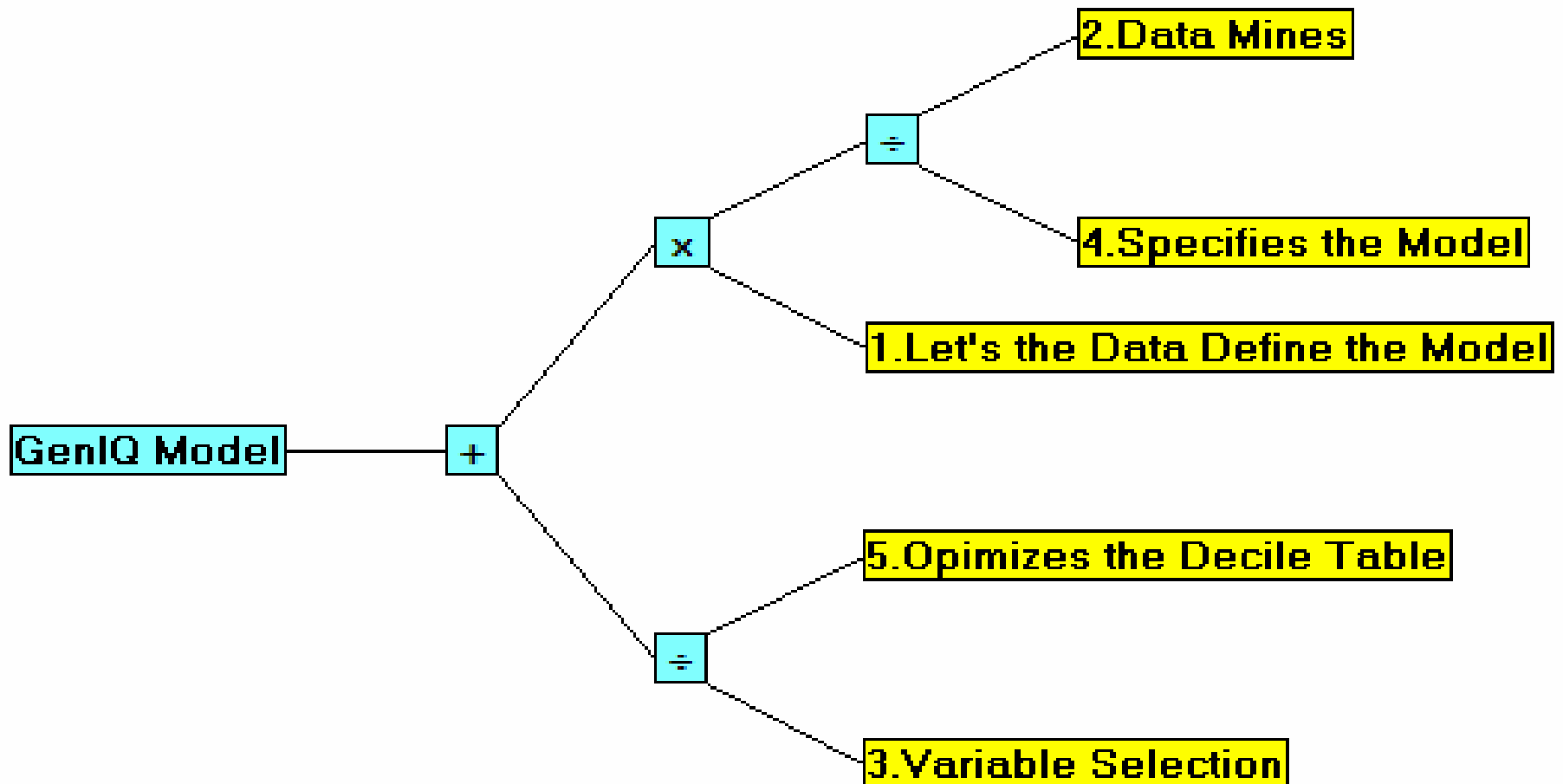
To show that GenIQ:

1. Lets the data define the model – automatically
2. Data mines for new variables
3. Performs variable selection, and
4. Specifies the model equation –
5. So as to optimize the *decile table**.

Visual Introduction: The GenIQ Model

Objective: To Predict the Usage of GenIQ Model

- **Target Variable:** **GenIQ Model** = yes; otherwise = no
- **Input Variables:** **Features #1 - #5**, previous slide: = yes; otherwise = no
- **Output:** **Tree**, below, and **Model Equation/Computer Code**, next slide



GenIQ Model “Equation” is Computer Code

```
x1 = 3.Variable Selection;  
  x2 = 5.Opimizes the Decile Table;  
If x1 NE 0 Then x1 = x2 / x1; Else x1 = 1;  
  x2 = 1.Let's the Data Define the Model;  
    x3 = 4.Specifies the Model;  
      x4 = 2.Data Mines;  
If x3 NE 0 Then x3 = x4 / x3; Else x3 = 1;  
  x2 = x2 * x3;  
x1 = x1 + x2;  
GenIQvar = x1;
```

GenIQvar is the GenIQs value of the likelihood that a model, having the features, is the GenIQ Model.

Any Questions, Please [email](#) me.
Thank you. Bruce

Thank you
Danke Xie xie
Khawp khun
Yum botie
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