**DM STAT-1 CONSULTING** **BRUCE RATNER, PhD**

574 Flanders Drive North Woodmere, NY 11581 br@dmstat1.com
516.791.3544 fax 516.791.5075 1 800 DM STAT-1 www.dmstat1.com

# Scoring GenIQ Models with Excel

1. **Prepare** the dataset for GenIQ in an excel format (xls).
2. **Run** GenIQ Model Software as usual, using the excel dataset.
3. When you are satisfied with the evolved GenIQ Model, **click** the "PAUSE' button.
4. **Click** the "VIEW MODELS" button. Small-text options will appear above the larger rectangular option buttons. The last one, furthest to the right is "Export."
5. **Click** "Export." A drop-down menu appears.
6. **Click** "Export as shown." A pop-up window appears at the upper left corner.
7. **Click** the radial button "VB for Excel." Note: "APPEND TO FILE" is checked "on" by default. Until you become acquainted with this procedure, Click off this option. Later, you would want this feature "on" when you are testing several GenIQ Models. The feature allows you to annotate the code (in the Notepad which pops up, in the next step) so you would not lose track of which models performed better than others.
8. **Click** "OK" button. A pop-up window appears, indicating "The VB code for Excel has been written to the text file name and its path of the **GenIQ Model Equation Code**" (as per step 3). The path is the same as where the excel dataset resides. Click "OK." The Notepad opens with the code of the model selected in step 3.
9. **Right-click** in the middle of the Notepad. **Choose** "Select all.' **Right-click** again in the middle of the Notepad. **Choose** "Copy."
10. **Close** down the Notepad.
11. Next, **close** down GenIQ by either of two approaches:
    a. **Click** the "QUIT" button. The project session is retrievable under the notation: "Last Used dd-month-yy hh:mm:ss".
    b. **Click** the "MAIN MENU" button, then **click** on small-text option "File," the first one, furthest to the left, which results in a drop-down menu.
        i. **Choose** "Save Project" A "Save project: add memo first" window appears.
        ii. In the "Notes:" line, **choose** a description for the GenIQ project session.
12. **Launch** Excel, and then **Open** the excel dataset in use.
13. **Click** "Tools" > "Marco" > "Visual Basic Editor."
14. **Click** "Insert" > "Module." A "Module" window appears.
15. In the Module window, **Right-click** and **choose** "Paste." You have now imported the GenIQ Model "Equation" Code of step 8.
16. **Choose** small-text option "Run." Wait until the Excel macro processing is complete (i.e., the scoring of the GenIQ Model is finished).

17. **Select** the Excel sheet of the dataset at hand. New columns are added to the end of the sheet: Three columns for a GenIQ Response Model, and two columns for a Profit GenIQ Model:
    a. The first new column is “Dependent Y1=target variable,” where the “target variable” is the variable selected when defining the target and predictor variables during the GenIQ data input screen. (This column/variable is a duplicate of the column of the target variable, adding here for convenience).
    b. The second new column is the **GenIQ Model Score.** Recall, the GenIQ score is a unitless number: the larger its value the greater the responsiveness for a response model, and greater the contribution of profit for a profit model.
    c. For the GenIQ Response Model Only: The third new column is the probability score, “Prob (target variable),” which are derived from the unitless GenIQ Model Score.
18. **Save** the Excel sheet with the newly appended GenIQ Model scores.
19. **Proceed** as your desire dictates.