Linear regression_KDD

Bhargavi

September 13, 2017

R Markdown

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see http://rmarkdown.rstudio.com.

When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

```
knitr::opts_chunk$set(echo = TRUE)
my_data_KDD = read.csv("PVAslice.csv", sep =",", header = TRUE, skipNul = TRUE)
dim(my_data_KDD)
## [1] 4999 481
#the number of people who made atleast some gift
summary(my_data_KDD$TARGET_D)
##
                                                                   Mean
                                                                               3rd Qu.
                                                                                                       Max.
              Min.
                          1st Qu.
                                              Median
          0.0000
                           0.0000
                                                                0.7954
                                                                                 0.0000 100.0000
                                              0.0000
sum(my_data_KDD$TARGET_D > 0)
## [1] 268
my_data_KDD$TARGET_D > 0
            [1] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
          [12] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE TRUE FALSE
##
##
          [23]
                     TRUE FALSE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE
##
          Г341
                     TRUE FALSE FALSE FALSE FALSE FALSE TRUE FALSE FALSE FALSE
          [45] FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
          [56] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
          [67] FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
          [78] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
          [89] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
##
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##
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##
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##
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##
        [166] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
        [177] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
##
        [188] FALSE 
##
       [199] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
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       [210] FALSE TRUE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE
##
        [221] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
```

[232] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE

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##
##
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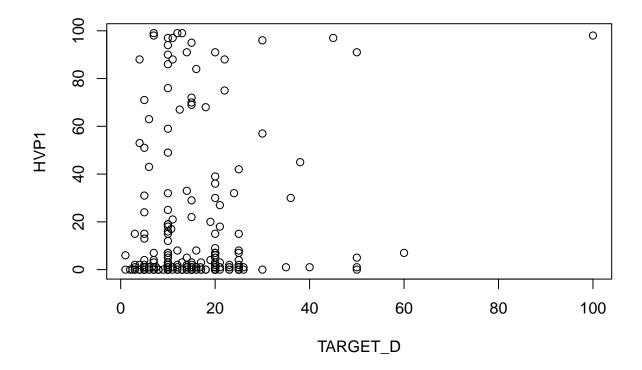
```
## [4401] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
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## [4962] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [4973] FALSE FALSE TRUE TRUE FALSE FALSE FALSE FALSE FALSE FALSE
## [4984] FALSE FALSE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE
```

```
# To get the column names
KDD_data_column_names <- names(my_data_KDD)
print(KDD_data_column_names)</pre>
```

```
[1] "ODATEDW"
                      "OSOURCE"
                                  "TCODE"
                                               "STATE"
                                                           "7.TP"
                                                                        "MAILCODE"
##
##
     [7]
         "PVASTATE"
                     "DOB"
                                  "NOEXCH"
                                               "RECINHSE"
                                                           "RECP3"
                                                                        "RECPGVG"
##
    [13]
         "RECSWEEP" "MDMAUD"
                                  "DOMAIN"
                                               "CLUSTER"
                                                           "AGE"
                                                                        "AGEFLAG"
    [19] "HOMEOWNR" "CHILDO3"
##
                                  "CHILDO7"
                                               "CHILD12"
                                                           "CHILD18"
                                                                       "NUMCHLD"
    [25] "INCOME"
                      "GENDER"
                                  "WEALTH1"
                                               "HIT"
                                                           "MBCRAFT"
                                                                       "MBGARDEN"
##
    [31] "MBBOOKS"
                      "MBCOLECT"
                                  "MAGFAML"
                                               "MAGFEM"
                                                           "MAGMALE"
                                                                       "PUBGARDN"
##
    [37] "PUBCULIN" "PUBHLTH"
                                  "PUBDOITY"
                                              "PUBNEWFN"
                                                           "PUBPHOTO"
                                                                       "PUBOPP"
##
##
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                                  "MALEVET"
                                               "VIETVETS"
                                                           "WWIIVETS"
                                                                       "LOCALGOV"
    [49] "STATEGOV"
                      "FEDGOV"
                                   "SOLP3"
                                               "SOLIH"
                                                           "MAJOR"
                                                                        "WEALTH2"
##
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                      "COLLECT1"
                                  "VETERANS"
                                               "BIBLE"
                                                           "CATLG"
                                                                        "HOMEE"
##
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                                  "STEREO"
                                               "PCOWNERS"
                                                           "PHOTO"
##
                      "CDPLAY"
                                                                       "CRAFTS"
    [67] "FISHER"
                      "GARDENIN"
                                  "BOATS"
                                                                       "CARDS"
##
                                               "WALKER"
                                                           "KIDSTUFF"
                      "LIFESRC"
##
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                                               "POP901"
                                                           "POP902"
                                                                        "P0P903"
##
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                                  "P0P90C3"
                                               "P0P90C4"
                                                           "P0P90C5"
                                                                       "ETH1"
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                                  "ETH4"
                                               "ETH5"
                                                           "ETH6"
                                                                       "ETH7"
##
    [91] "ETH8"
                      "ETH9"
                                  "ETH10"
                                               "ETH11"
                                                           "ETH12"
                                                                       "ETH13"
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                                                                       "AGE903"
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                      "ETH15"
                                  "ETH16"
                                               "AGE901"
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                                                                       "CHIL2"
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                                                           "AGEC4"
                                                                       "AGEC5"
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                                               "CHILC2"
                                                           "CHILC3"
                                                                       "CHILC4"
##
                                  "HHAGE2"
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                      "HHAGE1"
                                               "HHAGE3"
                                                           "HHN1"
                                                                       "HHN2"
##
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                                  "HHN5"
                                               "HHN6"
                                                           "MARR1"
                                                                       "MARR2"
##
                                               "HHP2"
   [133] "MARR3"
                      "MARR4"
                                  "HHP1"
                                                           "DW1"
                                                                       "DW2"
   [139] "DW3"
                      "DW4"
                                  "DW5"
                                               "DW6"
                                                           "DW7"
                                                                       "DW8"
##
   [145]
         "DW9"
                      "HV1"
                                  "HV2"
                                               "HV3"
                                                           "HV4"
                                                                       "HU1"
##
   [151] "HU2"
                      "HU3"
                                  "HU4"
                                               "HU5"
                                                           "HHD1"
                                                                       "HHD2"
##
   [157] "HHD3"
                      "HHD4"
                                  "HHD5"
                                               "HHD6"
                                                           "HHD7"
                                                                       "HHD8"
   [163] "HHD9"
                      "HHD10"
                                  "HHD11"
                                               "HHD12"
                                                           "ETHC1"
                                                                       "ETHC2"
##
##
   [169] "ETHC3"
                      "ETHC4"
                                  "ETHC5"
                                               "ETHC6"
                                                           "HVP1"
                                                                       "HVP2"
   [175] "HVP3"
                      "HVP4"
                                  "HVP5"
                                               "HVP6"
                                                           "HUR1"
                                                                       "HUR2"
##
##
   [181] "RHP1"
                      "RHP2"
                                  "RHP3"
                                               "RHP4"
                                                           "HUPA1"
                                                                       "HUPA2"
                                                                       "RP1"
## [187] "HUPA3"
                      "HUPA4"
                                  "HUPA5"
                                               "HUPA6"
                                                           "HUPA7"
##
   [193] "RP2"
                      "RP3"
                                  "RP4"
                                               "MSA"
                                                           "ADI"
                                                                       "DMA"
##
   [199] "IC1"
                      "IC2"
                                  "IC3"
                                               "IC4"
                                                           "IC5"
                                                                       "IC6"
   [205] "IC7"
                      "IC8"
                                  "IC9"
                                               "IC10"
                                                           "IC11"
                                                                       "TC12"
##
   [211] "IC13"
                      "IC14"
                                  "IC15"
                                               "IC16"
                                                           "IC17"
                                                                       "IC18"
   [217] "IC19"
                      "IC20"
                                  "IC21"
                                               "IC22"
                                                           "IC23"
                                                                        "HHAS1"
##
                      "HHAS3"
                                  "HHAS4"
                                               "MC1"
                                                           "MC2"
                                                                       "MC3"
##
   [223] "HHAS2"
   [229] "TPE1"
                      "TPE2"
                                  "TPE3"
                                               "TPE4"
                                                           "TPE5"
                                                                       "TPE6"
##
   [235] "TPE7"
                      "TPE8"
                                  "TPE9"
                                               "PEC1"
                                                           "PEC2"
                                                                       "TPE10"
##
   [241] "TPE11"
                      "TPE12"
                                  "TPE13"
                                               "LFC1"
                                                           "LFC2"
                                                                       "LFC3"
##
   [247] "LFC4"
                      "LFC5"
                                  "LFC6"
                                               "LFC7"
                                                           "LFC8"
                                                                       "LFC9"
                      "OCC1"
                                  "0CC2"
                                               "0CC3"
                                                           "0CC4"
   [253] "LFC10"
                                                                        "0CC5"
##
   [259] "OCC6"
                      "OCC7"
                                  "0CC8"
                                               "OCC9"
                                                           "OCC10"
                                                                       "OCC11"
##
##
   [265] "OCC12"
                      "0CC13"
                                  "EIC1"
                                               "EIC2"
                                                           "EIC3"
                                                                       "EIC4"
   [271] "EIC5"
                      "EIC6"
                                  "EIC7"
                                               "EIC8"
                                                           "EIC9"
                                                                       "EIC10"
   [277] "EIC11"
                                                                       "EIC16"
##
                      "EIC12"
                                  "EIC13"
                                               "EIC14"
                                                           "EIC15"
##
   [283] "OEDC1"
                      "0EDC2"
                                  "OEDC3"
                                               "0EDC4"
                                                           "0EDC5"
                                                                       "OEDC6"
                                  "EC2"
                                               "EC3"
                                                           "EC4"
  [289] "OEDC7"
                      "EC1"
                                                                       "EC5"
##
```

```
"SEC2"
## [295] "EC6"
                    "EC7"
                                "EC8"
                                           "SEC1"
                                                                  "SEC3"
## [301] "SEC4"
                                "AFC1"
                                           "AFC2"
                                                      "AFC3"
                                                                  "AFC4"
                    "SEC5"
## [307] "AFC5"
                    "AFC6"
                                "VC1"
                                           "VC2"
                                                      "VC3"
                                                                  "VC4"
## [313] "ANC1"
                    "ANC2"
                                "ANC3"
                                           "ANC4"
                                                      "ANC5"
                                                                  "ANC6"
## [319] "ANC7"
                    "ANC8"
                                "ANC9"
                                           "ANC10"
                                                      "ANC11"
                                                                  "ANC12"
## [325] "ANC13"
                    "ANC14"
                                "ANC15"
                                           "POBC1"
                                                      "POBC2"
                                                                  "LSC1"
## [331] "LSC2"
                    "LSC3"
                                "LSC4"
                                           "VOC1"
                                                      "V0C2"
                                                                  "V0C3"
                                                      "HC5"
## [337] "HC1"
                    "HC2"
                                "HC3"
                                           "HC4"
                                                                  "HC6"
## [343] "HC7"
                    "HC8"
                                "HC9"
                                           "HC10"
                                                      "HC11"
                                                                  "HC12"
                                "HC15"
                                           "HC16"
                                                      "HC17"
## [349] "HC13"
                    "HC14"
                                                                  "HC18"
## [355] "HC19"
                    "HC20"
                                "HC21"
                                           "MHUC1"
                                                      "MHUC2"
                                                                  "AC1"
## [361] "AC2"
                    "ADATE_2"
                                "ADATE_3"
                                           "ADATE 4"
                                                      "ADATE_5"
                                                                  "ADATE_6"
## [367] "ADATE_7"
                    "ADATE 8"
                                "ADATE_9"
                                           "ADATE 10" "ADATE 11" "ADATE 12"
## [373] "ADATE_13" "ADATE_14" "ADATE_15" "ADATE_16" "ADATE_17" "ADATE_18"
## [379] "ADATE_19" "ADATE_20" "ADATE_21"
                                           "ADATE_22" "ADATE_23" "ADATE_24"
## [385] "RFA_2"
                    "RFA_3"
                                "RFA_4"
                                           "RFA_5"
                                                      "RFA_6"
                                                                  "RFA_7"
## [391] "RFA_8"
                    "RFA_9"
                                "RFA_10"
                                           "RFA_11"
                                                      "RFA_12"
                                                                  "RFA_13"
## [397] "RFA 14"
                    "RFA 15"
                                "RFA 16"
                                           "RFA 17"
                                                      "RFA 18"
                                                                  "RFA 19"
                                                                  "CARDPROM"
## [403] "RFA_20"
                    "RFA 21"
                                "RFA 22"
                                           "RFA 23"
                                                      "RFA 24"
## [409] "MAXADATE" "NUMPROM"
                                "CARDPM12" "NUMPRM12" "RDATE 3"
                                                                  "RDATE 4"
## [415] "RDATE_5"
                               "RDATE_7"
                                           "RDATE 8"
                    "RDATE_6"
                                                      "RDATE 9"
                                                                 "RDATE 10"
## [421] "RDATE 11" "RDATE 12" "RDATE 13" "RDATE 14" "RDATE 15" "RDATE 16"
## [427] "RDATE_17" "RDATE_18" "RDATE_19" "RDATE_20" "RDATE_21"
                                                                 "RDATE_22"
                                                      "RAMNT_5"
## [433] "RDATE 23" "RDATE 24" "RAMNT 3"
                                           "RAMNT 4"
                                                                  "RAMNT 6"
## [439] "RAMNT 7"
                    "RAMNT 8"
                               "RAMNT 9"
                                           "RAMNT 10" "RAMNT 11" "RAMNT 12"
## [445] "RAMNT 13" "RAMNT 14" "RAMNT 15" "RAMNT 16" "RAMNT 17" "RAMNT 18"
## [451] "RAMNT_19" "RAMNT_20" "RAMNT_21" "RAMNT_22" "RAMNT_23" "RAMNT_24"
## [457] "RAMNTALL" "NGIFTALL" "CARDGIFT" "MINRAMNT" "MINRDATE" "MAXRAMNT"
## [463] "MAXRDATE" "LASTGIFT" "LASTDATE" "FISTDATE" "NEXTDATE" "TIMELAG"
                    "CONTROLN" "TARGET_B" "TARGET_D" "HPHONE_D" "RFA_2R"
## [469] "AVGGIFT"
                                "MDMAUD_R" "MDMAUD_F" "MDMAUD_A" "CLUSTER2"
## [475] "RFA 2F"
                    "RFA_2A"
## [481] "GEOCODE2"
# To get the names of the column which contain the word TARGET
grep("TARGET_D", KDD_data_column_names)
## [1] 472
# to get the columns of the predictor variable- HVP1
grep("HVP1",KDD_data_column_names)
## [1] 173
# to get the columns of the predictor variable- HVP6
grep("HVP6", KDD_data_column_names)
## [1] 178
mydata_model <- my_data_KDD[my_data_KDD$TARGET_D >0 ,c(472, 173:178)]
dim(mydata model)
## [1] 268
```

```
# build linear regression model
mylm_KDD <- lm(TARGET_D ~ ., data = mydata_model)</pre>
mylm KDD
##
## Call:
## lm(formula = TARGET_D ~ ., data = mydata_model)
## Coefficients:
## (Intercept)
                      HVP1
                                  HVP2
                                               HVP3
                                                           HVP4
    13.098232
                 -0.291808
                              0.182650
                                          -0.002954
                                                       -0.005968
##
         HVP5
                      HVP6
     0.008317
                  0.229684
##
# plot the graph
mylmsummary_KDD <- summary(mylm_KDD)</pre>
mylmsummary KDD
##
## Call:
## lm(formula = TARGET_D ~ ., data = mydata_model)
## Residuals:
     Min
             1Q Median
                          3Q
                                Max
## -18.21 -6.44 -2.67 5.66 76.12
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 13.098232 2.186264 5.991 6.88e-09 ***
## HVP1
              0.182650 0.112153
## HVP2
                                   1.629 0.10461
              -0.002954 0.084480 -0.035 0.97213
## HVP3
## HVP4
              -0.005968 0.072862 -0.082 0.93478
                         0.051129 0.163 0.87091
## HVP5
              0.008317
## HVP6
              0.229684
                         0.084824 2.708 0.00722 **
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 10.23 on 261 degrees of freedom
## Multiple R-squared: 0.05664,
                                  Adjusted R-squared:
## F-statistic: 2.612 on 6 and 261 DF, p-value: 0.01782
names(mylmsummary_KDD)
## [1] "call"
                       "terms"
                                      "residuals"
                                                      "coefficients"
  [5] "aliased"
                       "sigma"
                                      "df"
##
                                                      "r.squared"
## [9] "adj.r.squared" "fstatistic"
                                      "cov.unscaled"
# plot a graph of response variable vs one of the predictors HVP1
with(mydata_model, plot(TARGET_D, HVP1))
```



Note that the echo = TRUE parameter was added to the code chunk to print R code that generated the plot.

The R-squared statistic provides a measure of how well the model is fitting the actual data. It takes the form of a proportion of variance. This is a measure of the linear relationship between our predictor variable and our response / target variable . In our example, we get 0.05664. Or roughly 5% of the variance found in the response variable can be explained by the predictor variables.

There is no evidence of a good linear fit since the Multiple R-squared is 0.05 which is very less.

Also, F statistic is 2.612 which suggests that there is weak relationship between predictor and response variables.

Other variables need to analyzed as predictors of donor quantity. They are:

"ODATEDW", "OSOURCE", "STATE", "ZIP", "PVASTATE", "DOB", "RECINHSE", "MDMAUD", "DOMAIN", "CLUSTER", "AGE", "HOMEOWNR", "INCOME", , "WEALTH1", "HIT", "COLLECT1", "VETERANS", "BIBLE", "CATLG", "HOMEE", "PETS", "CDPLAY", "STEREO", "PCOWNERS", "PHOTO", "CRAFTS", "FISHER", "GARDENIN", "BOATS", "WALKER", "KIDSTUFF", "CARDS", "PLATES", "PEPSTRFL", "CARDPROM", "MAXADATE", "NUMPROM", "CARDPM12", "NUMPRM12", "RAMNTALL", "NGIFTALL", "CARDGIFT", "MINRAMNT", "MAXRAMNT", "LASTGIFT", "LASTDATE", "FISTDATE", "TIMELAG", "AVGGIFT""RFA_2F", "RFA_2A", "MDMAUD_R", "MDMAUD_F", "MDMAUD_A