

Linear regression_KDD

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R Markdown

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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)
```

```
##      Min.   1st Qu.   Median     Mean  3rd Qu.     Max.
## 0.0000  0.0000  0.0000  0.7954  0.0000 100.0000
```

```
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 FALSE
## [12] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE TRUE FALSE
## [23] TRUE FALSE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [34] TRUE FALSE FALSE FALSE FALSE FALSE FALSE TRUE FALSE FALSE FALSE FALSE
## [45] FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [56] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [67] FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [78] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [89] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [100] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [111] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [122] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [133] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [144] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [155] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [166] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [177] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [188] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE TRUE
## [199] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [210] FALSE TRUE FALSE TRUE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [221] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
## [232] FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE FALSE
```

[illegible]

[illegible]

[illegible]

[illegible]

##	[2619]	FALSE	TRUE	TRUE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2630]	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2641]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2652]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2663]	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2674]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE
##	[2685]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE
##	[2696]	FALSE	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2707]	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE
##	[2718]	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	TRUE	FALSE	FALSE
##	[2729]	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE
##	[2740]	FALSE	FALSE	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2751]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2762]	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2773]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2784]	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE
##	[2795]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE
##	[2806]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2817]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2828]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE
##	[2839]	TRUE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2850]	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2861]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2872]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2883]	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2894]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2905]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE
##	[2916]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2927]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2938]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2949]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2960]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2971]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[2982]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE
##	[2993]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE
##	[3004]	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3015]	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3026]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE
##	[3037]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE
##	[3048]	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE
##	[3059]	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3070]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3081]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3092]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3103]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE
##	[3114]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3125]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE
##	[3136]	FALSE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	TRUE
##	[3147											

[illegible]

[illegible]

[illegible]

```
## [4995] FALSE FALSE FALSE FALSE FALSE
```

```
# To get the column names
```

```
KDD_data_column_names <- names(my_data_KDD)
```

```
print(KDD_data_column_names)
```

```
## [1] "ODATEDW" "OSOURCE" "TCODE" "STATE" "ZIP" "MAILCODE"
## [7] "PVASTATE" "DOB" "NOEXCH" "RECINHSE" "RECP3" "RECPGVG"
## [13] "RECSWEEP" "MDMAUD" "DOMAIN" "CLUSTER" "AGE" "AGEFLAG"
## [19] "HOMEOWNR" "CHILD03" "CHILD07" "CHILD12" "CHILD18" "NUMCHLD"
## [25] "INCOME" "GENDER" "WEALTH1" "HIT" "MBCRAFT" "MBGARDEN"
## [31] "MBBOOKS" "MBCOLECT" "MAGFAML" "MAGFEM" "MAGMALE" "PUBGARDN"
## [37] "PUBCULIN" "PUBHLTH" "PUBDOITY" "PUBNEWFN" "PUBPHOTO" "PUBOPP"
## [43] "DATASRCE" "MALEMILI" "MALEVET" "VIETVETS" "WWIIVETS" "LOCALGOV"
## [49] "STATEGOV" "FEDGOV" "SOLP3" "SOLIH" "MAJOR" "WEALTH2"
## [55] "GEOCODE" "COLLECT1" "VETERANS" "BIBLE" "CATLG" "HOMEE"
## [61] "PETS" "CDPLAY" "STEREO" "PCOWNERS" "PHOTO" "CRAFTS"
## [67] "FISHER" "GARDENIN" "BOATS" "WALKER" "KIDSTUFF" "CARDS"
## [73] "PLATES" "LIFESRC" "PEPSTRFL" "POP901" "POP902" "POP903"
## [79] "POP90C1" "POP90C2" "POP90C3" "POP90C4" "POP90C5" "ETH1"
## [85] "ETH2" "ETH3" "ETH4" "ETH5" "ETH6" "ETH7"
## [91] "ETH8" "ETH9" "ETH10" "ETH11" "ETH12" "ETH13"
## [97] "ETH14" "ETH15" "ETH16" "AGE901" "AGE902" "AGE903"
## [103] "AGE904" "AGE905" "AGE906" "AGE907" "CHIL1" "CHIL2"
## [109] "CHIL3" "AGEC1" "AGEC2" "AGEC3" "AGEC4" "AGEC5"
## [115] "AGEC6" "AGEC7" "CHILC1" "CHILC2" "CHILC3" "CHILC4"
## [121] "CHILC5" "HHAGE1" "HHAGE2" "HHAGE3" "HHN1" "HHN2"
## [127] "HHN3" "HHN4" "HHN5" "HHN6" "MARR1" "MARR2"
## [133] "MARR3" "MARR4" "HHP1" "HHP2" "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"
## [187] "HUPA3" "HUPA4" "HUPA5" "HUPA6" "HUPA7" "RP1"
## [193] "RP2" "RP3" "RP4" "MSA" "ADI" "DMA"
## [199] "IC1" "IC2" "IC3" "IC4" "IC5" "IC6"
## [205] "IC7" "IC8" "IC9" "IC10" "IC11" "IC12"
## [211] "IC13" "IC14" "IC15" "IC16" "IC17" "IC18"
## [217] "IC19" "IC20" "IC21" "IC22" "IC23" "HHAS1"
## [223] "HHAS2" "HHAS3" "HHAS4" "MC1" "MC2" "MC3"
## [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"
## [253] "LFC10" "OCC1" "OCC2" "OCC3" "OCC4" "OCC5"
## [259] "OCC6" "OCC7" "OCC8" "OCC9" "OCC10" "OCC11"
## [265] "OCC12" "OCC13" "EIC1" "EIC2" "EIC3" "EIC4"
## [271] "EIC5" "EIC6" "EIC7" "EIC8" "EIC9" "EIC10"
## [277] "EIC11" "EIC12" "EIC13" "EIC14" "EIC15" "EIC16"
## [283] "OEDC1" "OEDC2" "OEDC3" "OEDC4" "OEDC5" "OEDC6"
## [289] "OEDC7" "EC1" "EC2" "EC3" "EC4" "EC5"
```

```
## [295] "EC6"      "EC7"      "EC8"      "SEC1"     "SEC2"     "SEC3"
## [301] "SEC4"     "SEC5"     "AFC1"     "AFC2"     "AFC3"     "AFC4"
## [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"     "VOC2"     "VOC3"
## [337] "HC1"      "HC2"      "HC3"      "HC4"      "HC5"      "HC6"
## [343] "HC7"      "HC8"      "HC9"      "HC10"     "HC11"     "HC12"
## [349] "HC13"     "HC14"     "HC15"     "HC16"     "HC17"     "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"
## [403] "RFA_20"   "RFA_21"   "RFA_22"   "RFA_23"   "RFA_24"   "CARDPROM"
## [409] "MAXADATE" "NUMPROM"  "CARDPM12" "NUMPRM12" "RDATE_3"  "RDATE_4"
## [415] "RDATE_5"  "RDATE_6"  "RDATE_7"  "RDATE_8"  "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"
## [433] "RDATE_23" "RDATE_24" "RAMNT_3"  "RAMNT_4"  "RAMNT_5"  "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"
## [469] "AVGGIFT"  "CONTROLN" "TARGET_B" "TARGET_D" "HPHONE_D" "RFA_2R"
## [475] "RFA_2F"   "RFA_2A"   "MDMAUD_R" "MDMAUD_F" "MDMAUD_A" "CLUSTER2"
## [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 7
```

```
# build linear regression model
```

```
mylm_KDD <- lm(TARGET_D ~ ., data = mydata_model)
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
```

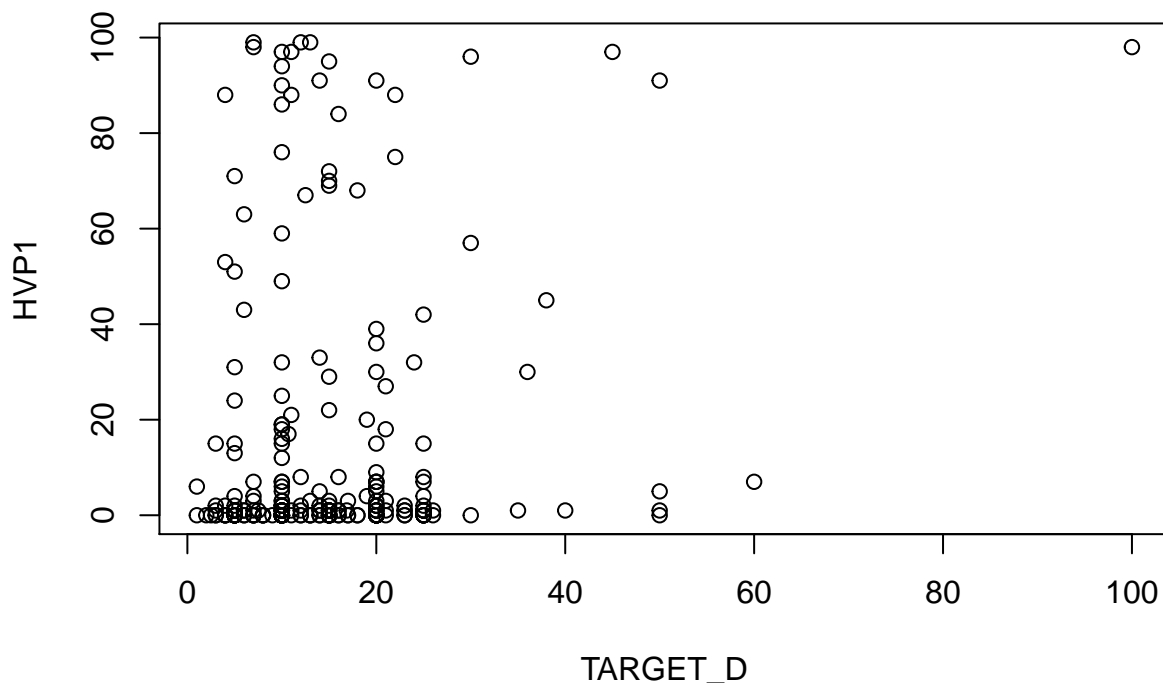
```
mylmsummary_KDD <- summary(mylm_KDD)
mylmsummary_KDD
```

```
##
## 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         -0.291808   0.129120  -2.260  0.02465 *
## HVP2          0.182650   0.112153   1.629  0.10461
## HVP3         -0.002954   0.084480  -0.035  0.97213
## HVP4         -0.005968   0.072862  -0.082  0.93478
## HVP5          0.008317   0.051129   0.163  0.87091
## HVP6          0.229684   0.084824   2.708  0.00722 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 10.23 on 261 degrees of freedom
## Multiple R-squared:  0.05664,    Adjusted R-squared:  0.03495
## 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