Wrap up

Customer Analytics

Agenda

Evaluations (5 minutes)
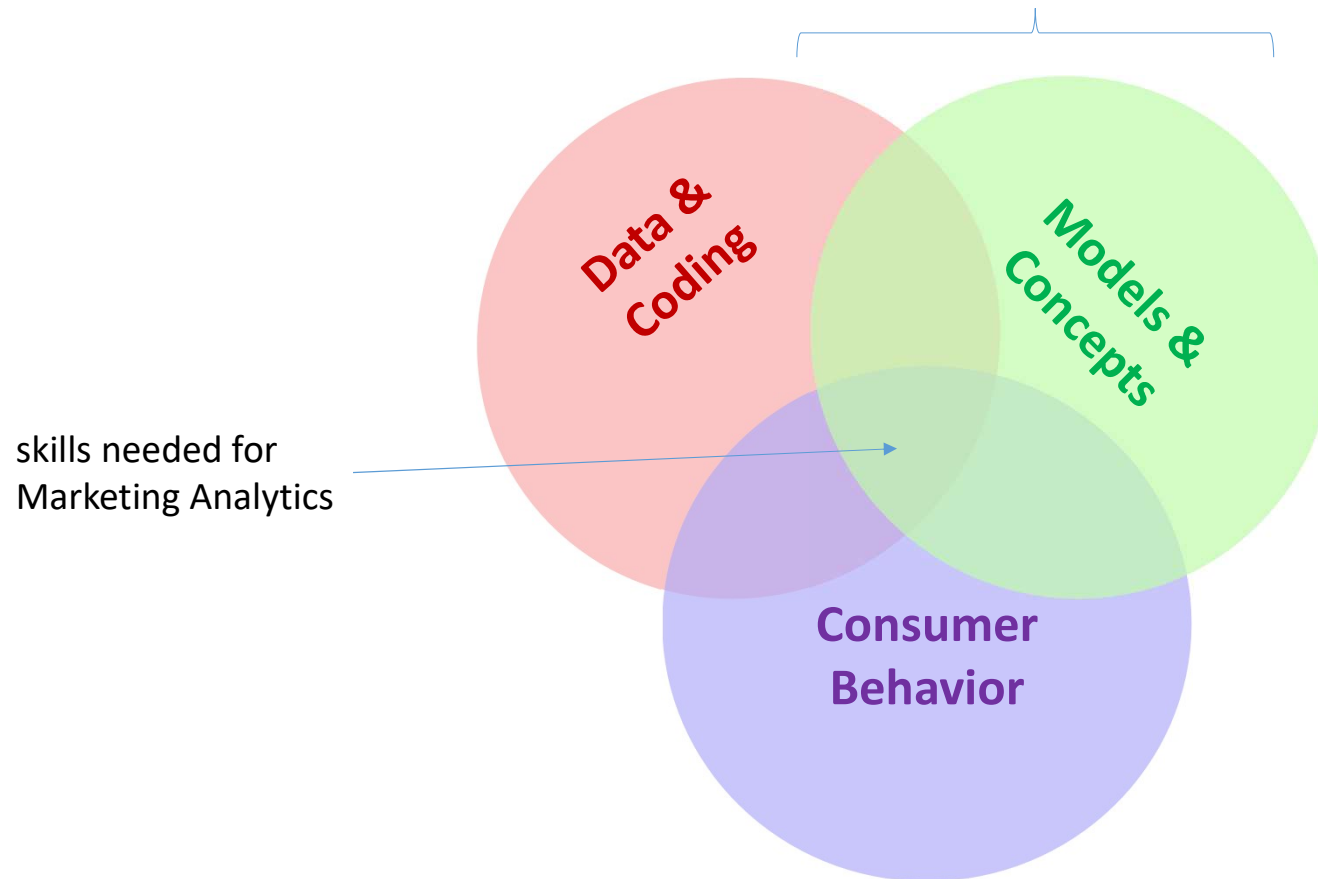
Go to Canvas announcements and use that link.

Wrap up

Exam information

Q&A

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What we covered in this class

Data &
Coding

Models &
Concepts

skills needed for
Marketing Analytics

Consumer
Behavior

Always remember logistic regression

Daniela Witten
@daniela_witten

"When we raise money it's AI, when we hire it's machine learning, and when we do the work it's logistic regression."

(I'm not sure who came up with this but it's a gem 💎)

8:50 PM · Sep 26, 2019 · Twitter Web App

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Exam Information

- **Canvas Module: Final Exam Fall 2021**

  - **Cover page**

  - **Formula sheet**

Cover page: what can you use?

Only the following examination aids are permitted during the exam:

a. Formula sheet (to be downloaded directly from TestVision)
b. Digital scrap paper in TestVision during the exam
c. Computer programs: Microsoft Excel, R and R studio
d. Data set files (to be downloaded directly from TestVision)

Cover page: exam content

The exam consists of 9 questions, divided into 4 blocks.

The points to be earned are indicated next to each question.

They sum up to 100. Next to that, there is one bonus question for which we will grade if you are close to (but below) the passing score.

Cover page: grading

As mentioned in the syllabus, you need a grade above 5 to pass.

The final grade is 70% exam and 30% assignments, which you have already completed.

The expected passing score (the score to pass the exam) is 55 points.

Cover page: providing answers

You will provide the answers on TestVision itself. Material submitted on paper or via any other channels will not be graded

In terms of open-ended questions, use the relevant concepts we discussed in this course and limit your answer to the maximum number of words indicated. Write clearly and concisely, supporting your answer with good arguments. Quality is more important than quantity when it comes to supporting arguments.

Cover page: exam advice

- When you are having a hard time with a question, move on to the next one so that you avoid losing valuable time. Come back to the difficult question after you have completed the rest of the exam.

- Be careful with the ready button. Do not click on it before you have finished the exam.

Cover page

Exam grades and inspection will be announced on Canvas.

See all exam instructions on Canvas

Questions

- 6 calculation and 3 concept questions intermingled.

- Some involve coding in R, some involve interpreting output

- You'll get a starter .Rmd file to help you out with these questions

- You'll have to create your own formula (Y ~ X), but not that functions like predict(formula = …, type = …, newdata = …)

- **See practice exam question on Canvas to get an idea**

What to study

1. Lecture slides (most important)

2. Assignments (important)

3. Background reading (can help)

But, content has to be in the lecture/assignment to be on the test. There is nothing on the exam from background reading that we did not cover in lecture/assignment.