Lecture 3 Customer Analytics – Logistic Regression

Questions received via email

1. [Kevin];
   Do we do these kinds of churn analyses only for service/"subscription-based" companies? Or can we also do such a thing for product selling companies like in the ebeer example? How do you then typically select if someone is 'churned' or not?

2. [Mieke];
   I have the following question:
   Slide 41: It is not totally clear to me what exactly the AUC represents. Could you please clarify this for me?