Wrap-Up Lecture Customer Analytics

Questions received via email

Assignment 6

- [Jorg];
  (1) In Q7 of the assignment, you need to predict the number of cruises in the next 4 years. Is year 5 in the trans dataset already the holdout set, or is year 1 in this dataset year 0? Because cal_rf_matrix only has 4 years.

- [Mieke];
  (1) In Q7 & Q8 of the assignment, we have to calculate some things 'for someone who took a cruise every year so far'. Does this mean for someone with t_x = 4 and x=4? Or do we also have to take into account the case where t_x=2 and x=2 for example?

- [Noa];
  (1) Practice Quiz - Q1: We plot the aggregate transactions here. Should we know the code for such a graph by heart? If so, what does xaxt = 'n' do?

  (2) In Q6 of the assignment, R returns an error saying "actual.inc.repeat.transactions must be numeric and may not contain negative numbers." But my trans data in this case does not contain any negative numbers and is numeric. Can you explain what I'm doing wrong?

General

- [Noa];
  (1) What kind of questions should we expect about the Guest Lecture?

  (2) Lecture 3; Can you explain again how we should compute the cumulative lift?

  (3) Lecture 4; For the AIC, do we add variables in order of how much they reduce the *residual deviance* or the *AIC*?

  (4) Lecture 6 - Slide 30; Can you explain again how we get to this formula?

  (5) Lecture 6 - Slide 49; How would this formula for RLV be different when standing right after the first renewal?

  (6) Lecture 7 - Slide 30; I'm still unsure about how I should read this formula. Could you explain that again?