Record	Report
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Report for Logistic Regression Model
Hotel_Logistic_Regression

Basic Summary

Call:

glm(formula = Reedemer ~ Customer.Segment + Income + Region + Spend + Status + Stays.Per.Year + Total.Days.Stayed + Years.Of.Loyalty, family = binomial("logit"), data = the.data)

Deviance Residuals:

Min	1Q	Median	3Q	Max
-5.804335	-0.255751	-0.037699	-0.000984	3.300618

Coefficients: (1 not defined because of singularities)

	Estimate	Std. Error	z value	Pr(>|z|)
(Intercept)	-1.4971422	9.774e-01	-1.53182	0.12557
Customer.SegmentB	0.2615413	7.644e-01	0.34216	0.73223
Customer.SegmentC	0.0293975	7.820e-01	0.03759	0.97001
Customer.SegmentD	0.6212131	8.894e-01	0.69844	0.4849
Customer.SegmentE	1.3410276	8.224e-01	1.63064	0.10297
Customer.SegmentF	1.2418209	9.332e-01	1.33074	0.18327
Customer.SegmentG	0.3885387	9.542e-01	0.40717	0.68388
Customer.SegmentH	0.8179481	8.517e-01	0.96038	0.33687
Customer.SegmentI	0.4799675	9.279e-01	0.51726	0.60498
Customer.SegmentJ	0.6538990	8.698e-01	0.75177	0.45219
Customer.SegmentK	1.6315789	9.518e-01	1.71417	0.0865 .
Customer.SegmentL	0.5574539	9.515e-01	0.58586	0.55797
Customer.SegmentM	0.6815437	1.505e+00	0.45298	0.65056
Customer.SegmentN	0.5995350	1.644e+00	0.36461	0.7154
Customer.SegmentO	0.9748227	8.218e-01	1.18626	0.23552
Customer.SegmentP	1.0668890	8.930e-01	1.19472	0.2322
Customer.SegmentQ	0.9556431	8.638e-01	1.10629	0.2686
Customer.SegmentR	2.2443070	1.396e+00	1.60747	0.10795
Customer.SegmentS	1.6037178	1.273e+00	1.26010	0.20763
Customer.SegmentU	-0.1534655	9.671e-01	-0.15868	0.87392
IncomeB	-0.2733215	5.763e-01	-0.47427	0.63531
IncomeC	-0.1347527	5.501e-01	-0.24495	0.8065
IncomeD	-0.2103277	4.817e-01	-0.43659	0.66241
IncomeE	0.0434995	4.821e-01	0.09022	0.92811
IncomeF	0.1290160	4.943e-01	0.26099	0.7941
IncomeG	-0.3273187	5.596e-01	-0.58495	0.55858
IncomeH	0.5428112	6.878e-01	0.78915	0.43002
IncomeI	0.1388889	6.307e-01	0.22020	0.82572
IncomeJ	0.6010668	9.881e-01	0.60831	0.54298
IncomeK	0.1646344	9.185e-01	0.17924	0.85775
IncomeL	2.5296648	1.368e+00	1.84870	0.0645 .
Region10	-0.2153912	4.870e-01	-0.44231	0.65826
Region2	1.3727398	7.599e-01	1.80652	0.07084 .
Region3	-0.8981264	5.689e-01	-1.57873	0.1144
Region4	-0.9328083	5.293e-01	-1.76228	0.07802 .

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	Estimate	Std. Error	z value	Pr(>|z|)
Region5	-1.1790216	5.289e-01	-2.22899	0.02581 *
Region6	0.2518505	4.973e-01	0.50648	0.61252
Region7	0.6530861	5.244e-01	1.24531	0.21302
Region8	0.1270996	5.165e-01	0.24608	0.80562
Region9	0.3869333	5.767e-01	0.67098	0.50223
Spend	0.0008755	7.422e-05	11.79606	< 2.2e-16 ***
StatusGold	0.9062050	3.418e-01	2.65147	0.00801 **
StatusPlatinum	1.8040814	1.235e+00	1.46062	0.14412
StatusSilver	0.3959968	3.147e-01	1.25821	0.20832
Stays.Per.Year	-1.6416288	1.911e-01	-8.58911	< 2.2e-16 ***
Total.Days.Stayed	-0.0745563	4.734e-02	-1.57494	0.11527
Years.Of.Loyalty	0.1024637	9.838e-02	1.04155	0.29762
IncomeU	NA	NA	NA	NA

Significance codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial taken to be 1)

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Null deviance: 1377.7 on 1593 degrees of freedom
Residual deviance: 517.62 on 1546 degrees of freedom
McFadden R-Squared: 0.6243, Akaike Information Criterion 611.6

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Number of Fisher Scoring iterations: 9

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Type II Analysis of Deviance Tests