

1

Report for Logistic Regression Model Hotel_Logistic_Regression

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Basic Summary

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Call:

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

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Deviance Residuals:

5

Min	1Q	Median	3Q	Max
-5.66650	-0.29048	-0.04811	-0.00152	3.40627

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Coefficients:

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	Estimate	Std. Error	z value	Pr(> z)
(Intercept)	-0.8172174	3.309e-01	-2.4696	0.01353 *
Spend	0.0008043	6.618e-05	12.1527	< 2.2e-16 ***
StatusGold	0.6366249	3.091e-01	2.0597	0.03942 *
StatusPlatinum	1.6145393	1.179e+00	1.3699	0.17073
StatusSilver	0.3179430	2.925e-01	1.0870	0.27702
Stays.Per.Year	-1.5293816	1.717e-01	-8.9075	< 2.2e-16 ***
Total.Days.Stayed	-0.0585303	4.245e-02	-1.3787	0.16799
Years.Of.Loyalty	0.0505414	8.092e-02	0.6246	0.53226

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

(Dispersion parameter for binomial taken to be 1)

8

Null deviance: 1377.7 on 1592 degrees of freedom

Residual deviance: 569.66 on 1585 degrees of freedom

McFadden **R-Squared: 0.5865** Akaike Information Criterion 585.7

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Number of Fisher Scoring iterations: 8

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Type II Analysis of Deviance Tests