BenCare Customer Loyalty Assignment #2
Due Saturday, 12/03

Bencare Insurance has collected customer data on LOYALTY and wants you to build a predictive model using a range of predictors as described in the "data-description" file. Customer loyalty is a binary variable coded as either "high" or "low" loyalty.

BenCare is interested in a model that has high predictive power, is not biased by violation of distributional and regression properties, and is easy to understand and implement.

Your goal is to develop a predictive model that:

1. Has high Accuracy, Recall, Precision and F1-score
2. Few predictors
3. Is robust and not biased by violations
4. Includes important interaction and quadratic terms.

Based on your analysis, prepare for submission:

1. 2-slide powerpoint presentation that you will present to Bencare with your findings
2. Properly annotated R-code file
3. Readme file with details about your approach