Week 6: Logistic Regression Lab Report

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This lab focuses on applying logistic regression to predict whether a customer will purchase a product based on factors such as price, income, and age. The analysis demonstrates how to build, evaluate, and interpret logistic regression models in R, including variable selection and model validation using a confusion matrix. The goal is to identify the best predictors for purchase likelihood while keeping the model both accurate and interpretable.

# Step 1: Set the Working Directory

# setwd("path/to/your/folder") # optional  
  
# your Step 2 code here  
  
# your Step 3 code here