Task 2. Set roles.

A table with text and numbers

Description automatically generated

Task 3. Use CHAID to predict response.

A diagram of a mailing process

Description automatically generated

Task 4. Assess the model's accuracy.

A screenshot of a computer screen

Description automatically generated

Task 5. Use the model to score other customers.

A screenshot of a computer

Description automatically generated

A diagram of a diagram

Description automatically generated

Task 7. Create clusters of customers.

A screenshot of a computer

Description automatically generated