Q1.  4th Edition Ch 8 : Q15 (**or** 3rd Edition Q15 (Data is under Modules P08.15)

Q2.  W&A 4E Ch 8 Discriminant analysis problem based on example 8.8.  (Data is under Modules P08.15)

The accuracy of the discriminant analysis has been computed in the spreadsheet example.  Suppose WSJ wants to use the discriminant analysis to maximize its expected revenue.   Reformulate the GA model for this objective.  Is accuracy the best measure for this?

|  |  |  |  |
| --- | --- | --- | --- |
|  | ADVERTIZING REVENUE | |  |
|  | Predict Pos | Predict Neg |  |
| Actual Pos | 20 | 0 |  |
| Actual Neg | -16 | 0 |  |