Problem: Predict customer loyalty

Problem scope: supervised learning

Problem type: regression

Dataset:

|  |  |  |
| --- | --- | --- |
| Brand image | Product quality | customer loyalty |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Data collection: via questionnaire

Measure: 5 point likert

From extremely disagree 1 to extremely agree 5

Questionnaire:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | extremely disagree | disagree | neutral | agree | extremely agree |
| **Brand image**  I have positive brand image about Adidas |  |  |  |  |  |
| **Product quality** Adidas quality is good |  |  |  |  |  |
| **Customer loyalty**  I will by Adidas products in future |  |  |  |  |  |