Correlation refers to:

1. the causal relationship between two variables,
2. **the association between two variables,**
3. the proportion of variance that two variables share,
4. all of the above.

Conjoint analysis may be employed to:

1. **identify important attributes that influence consumer choice,**
2. estimate the probability of customer churn,
3. identify customer segments,
4. all of the above.

Which of the following statements is invalid?

1. Recency is the difference between customer's last and first purchase dates,
2. Frequency is the number of purchases a customer has made,
3. **T (age) is the difference between the end date of the period under study and the date of first purchase made by a customer,**
4. BTYD model is used to analyze customer churn when only transaction (or similar) data is available.