MMA 831 VMCase Set 1 Questions

1. In Kiran’s meeting with Parag Chitalia what was the overarching problem they were looking to address? *Everyone*

* *Bullet points here*

1. Briefly explain the type of online and offline data available to Kiran’s team? *Everyone*

* *Bullet points here*

1. How is the ***propensity to respond*** model different from the traditional ***propensity to buy*** model? **Ricky & Sally**
2. How does B2B personalized marketing differ from B2C marketing? **Janice & Paul**
3. VMW has identified more than 600 predictor variables. Do you think that techniques such as logistic regression can be applied when the number of variables is large? What variable reduction techniques can be used to make the model more efficient? **Mike & Shishir**
4. The data is also highly imbalanced; What problems do we face when classes are not adequately represented and how can these be mitigated? Are certain classification techniques better suited to handle imbalanced data than others? **Nazia & Richard**