

## Assessment 2A – Week 2 Workbook Exercise

### Linear Regression

Question	Answer	SAS VA visualisation reference	Scores	Correct
1. How many rows does BIGPVA contain?	106,546		5	Yes
2. How many columns of data does BIGPVA contain?	29		5	Yes
3. How many category variables does BIGPVA contain?	5		5	Yes
4. How many measure variables does BIGPVA contain?	24		5	Yes
5. Which measure variables have missing values?	<ul style="list-style-type: none"> <li>• Age</li> <li>• Gift Amount</li> <li>• Average Card 36 Months,</li> <li>• Target Gift Amount</li> </ul>		5	Yes
6. How many missing values are there for Target Gift Amount?	53,273		5	Yes
7. How many distinct demographic clusters are represented in the data?	54		5	Yes
8. How many observations represent those with a Status Category 96NK = F?	7,260	Visualisation 1	5	Yes
9. How many females responded to the campaign?	28,699	Crosstab 1 [SAS VA unable to export]	5	Yes
10. Is the data in the histogram skewed?	a) Yes, skewed to the right	Visualisation 2	5	Yes
11. How many observations were used to build the linear regression?	29,304	Linear 1	10	Yes
12. What is the R square of the model?	0.5580	Linear 1	10	Yes

13. How many observations were used to build the model?	53,273	Linear 2	10	Yes
14. What is the R square of the model now?	0.5606	Linear 2	10	Yes
15. How many of these dummy variables are included in the model?	2		10	Yes

Remarks:

Perfect Score – well done Nikki!