# Assessment 2A – Week 2 Workbook Exercise

## Linear Regression

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| --- | --- | --- | --- | --- |
| Question | Answer | SAS VA visualisation reference | Scores | Correct |
| 1. How many rows does BIGPVA contain? | 106,546 |  | 5 | Yes |
| 1. How many columns of data does BIGPVA contain? | 29 |  | 5 | Yes |
| 1. How many category variables does BIGPVA contain? | 5 |  | 5 | Yes |
| 1. How many measure variables does BIGPVA contain? | 24 |  | 5 | Yes |
| 1. Which measure variables have missing values? | * Age * Gift Amount Average Card 36 Months, * Target Gift Amount |  | 5 | Yes |
| 1. How many missing values are there for Target Gift Amount? | 53,273 |  | 5 | Yes |
| 1. How many distinct demographic clusters are represented in the data? | 54 |  | 5 | Yes |
| 1. How many observations represent those with a Status Category 96NK = F? | 7,260 | Visualisation 1 | 5 | Yes |
| 1. How many females responded to the campaign? | 28,699 | Crosstab 1  [SAS VA unable to export] | 5 | Yes |
| 1. Is the data in the histogram skewed? | 1. Yes, skewed to the right | Visualisation 2 | 5 | Yes |
| 1. How many observations were used to build the linear regression? | 29,304 | Linear 1 | 10 | Yes |
| 1. What is the R square of the model? | 0.5580 | Linear 1 | 10 | Yes |
| 1. How many observations were used to build the model? | 53,273 | Linear 2 | 10 | Yes |
| 1. What is the R square of the model now? | 0.5606 | Linear 2 | 10 | Yes |
| 1. How many of these dummy variables are included in the model? | 2 |  | 10 | Yes |

Remarks:

Perfect Score – well done Nikki!