UC San Diego Extension
Advanced Web Analytics:
Harnessing the Predictive Power
Winter 2016
Homework#7

Date Given: March 7, 2016   Due Date: March 13, 2016
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Build a Decision Tree using Excel from the following data.

User ID	Campaign Medium	Campaign Content	Previous Response	User Responded
1	Email	Discount	NR	Yes
2	Email	Free Stuff	NR	Yes
3	Email	Loyalty	NR	Yes
4	Email	Discount	NR	Yes
5	Email	Free Stuff	NR	Yes
6	Email	Loyalty	NR	Yes
7	Email	Loyalty	NR	Yes
8	Email	Discount	NR	Yes
9	Email	Free Stuff	R	Yes
10	Social	Loyalty	NR	No
11	Social	Discount	R	Yes
12	Social	Free Stuff	NR	No
13	Social	Discount	R	Yes
14	Social	Free Stuff	NR	No
15	Social	Loyalty	NR	No
16	Social	Discount	NR	No
17	Social	Free Stuff	R	Yes
18	Social	Loyalty	R	Yes
19	Email	Discount	R	Yes
20	Social	Free Stuff	R	Yes
21	Social	Loyalty	NR	No
22	Email	Discount	NR	Yes
23	Email	Free Stuff	R	Yes
24	Email	Discount	R	Yes
25	Email	Discount	NR	Yes

Verify your tree using KNIME software.

Using Your Decision Tree, predict whether a user with following characteristics will respond or not.
- Campaign Medium = Social
- Campaign Content = Loyalty
- Previous Response = R

Answer: Yes