UC San Diego Extension

Advanced Web Analytics:

Harnessing the Predictive Power

Winter 2016

Homework#6

1. R Code

setwd("C:/Users/Orysya/Desktop")

train1 = read.csv("./HW06Train.csv")

#train 1; read in test data

test1 = read.csv("./HW06Test.csv")

#Change the datatype of the variable "Will\_Visit\_Again" to factor

train1$Will\_Visit\_Again = as.factor(train1$Will\_Visit\_Again)

#Creating the model

library(klaR)

model1 = NaiveBayes(Will\_Visit\_Again ~ Previously\_Visited + SessionLength + PageViews, data = train1)

#View details of model1

#model1

#Predict value of Will\_Visit\_Again and associated posterior probability

pred1 = predict(model1, newdata= test1)

#View prediction

pred1