UC San Diego Extension

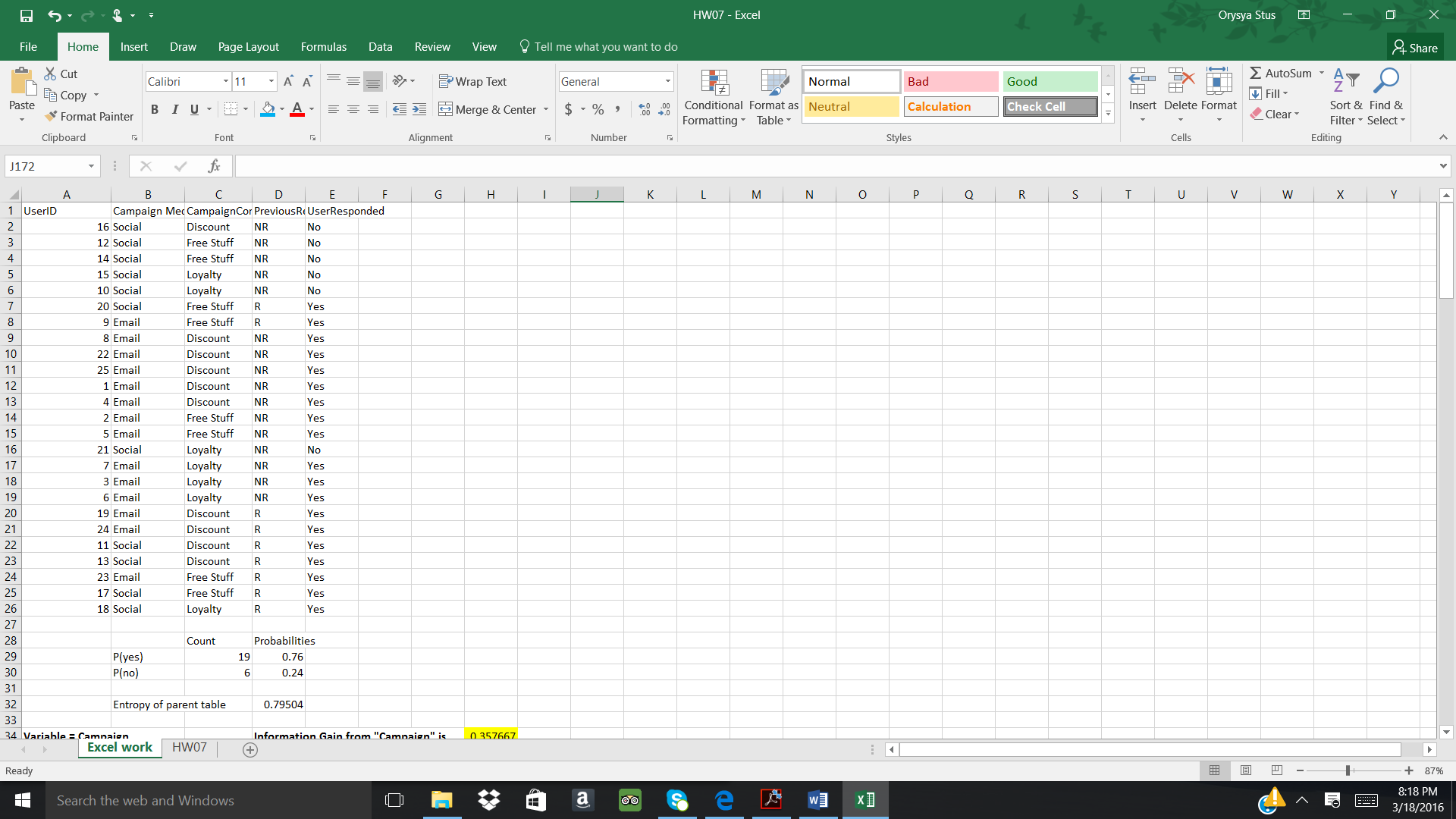
Advanced Web Analytics:

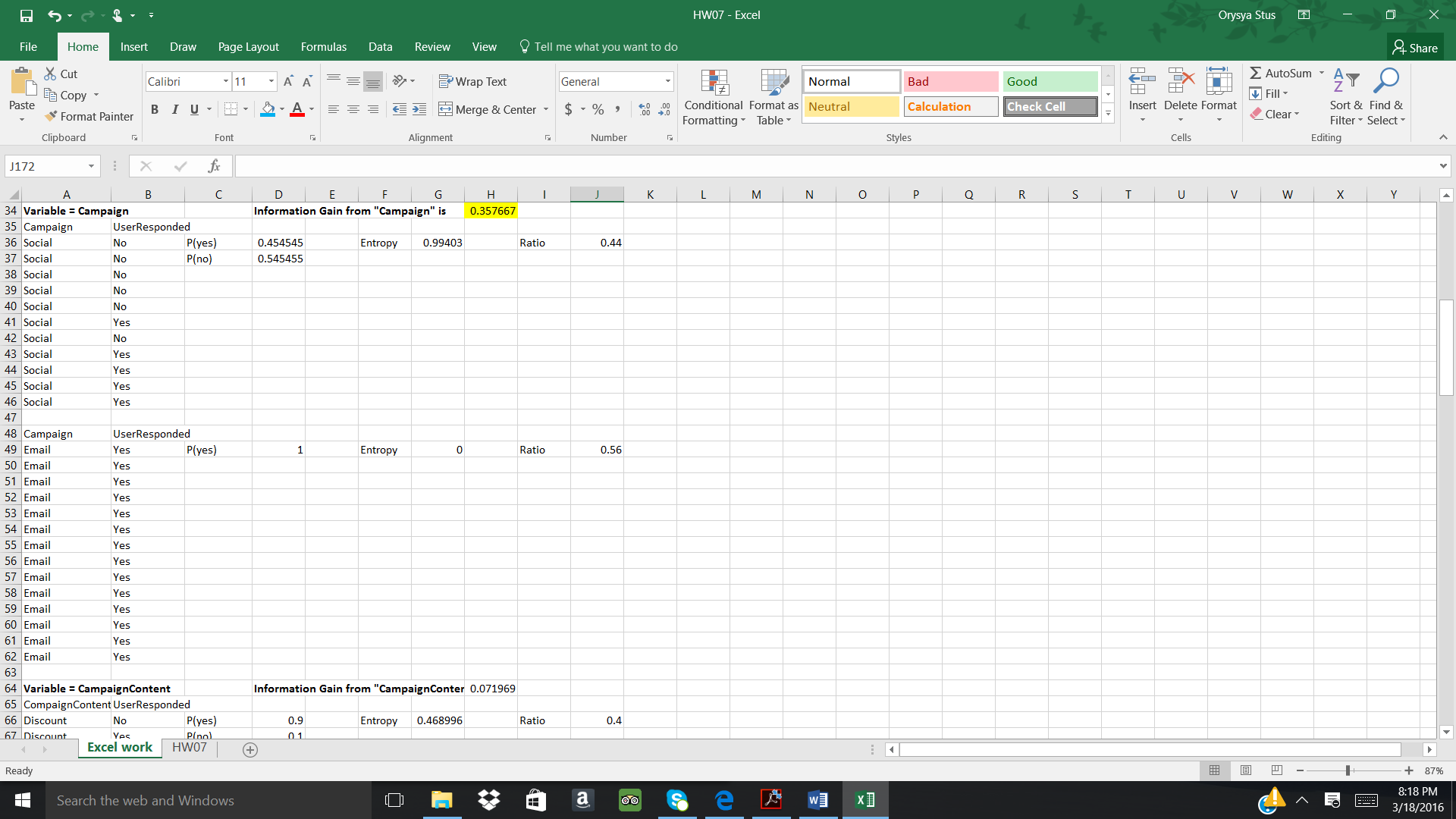
Harnessing the Predictive Power

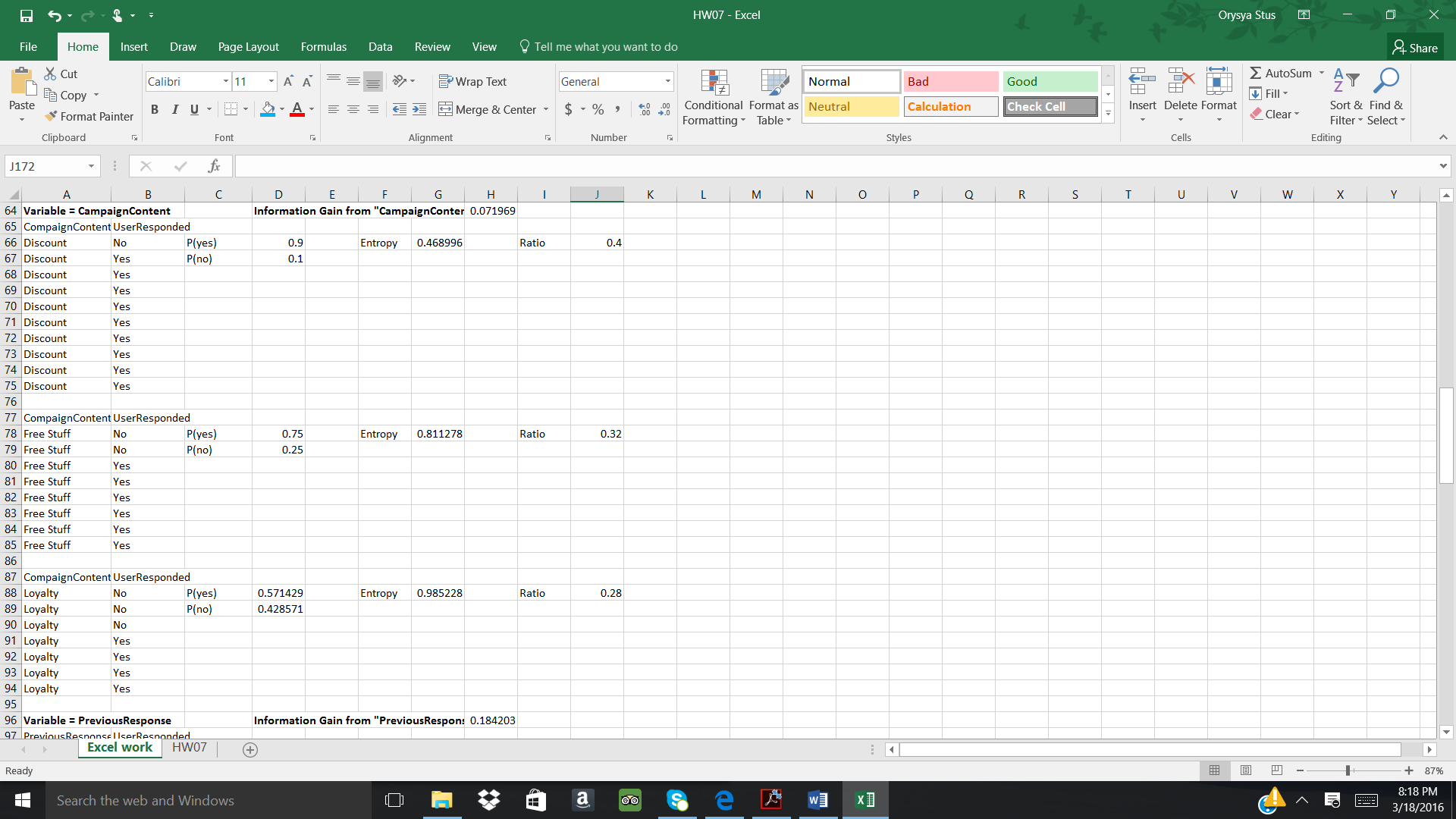
Winter 2016

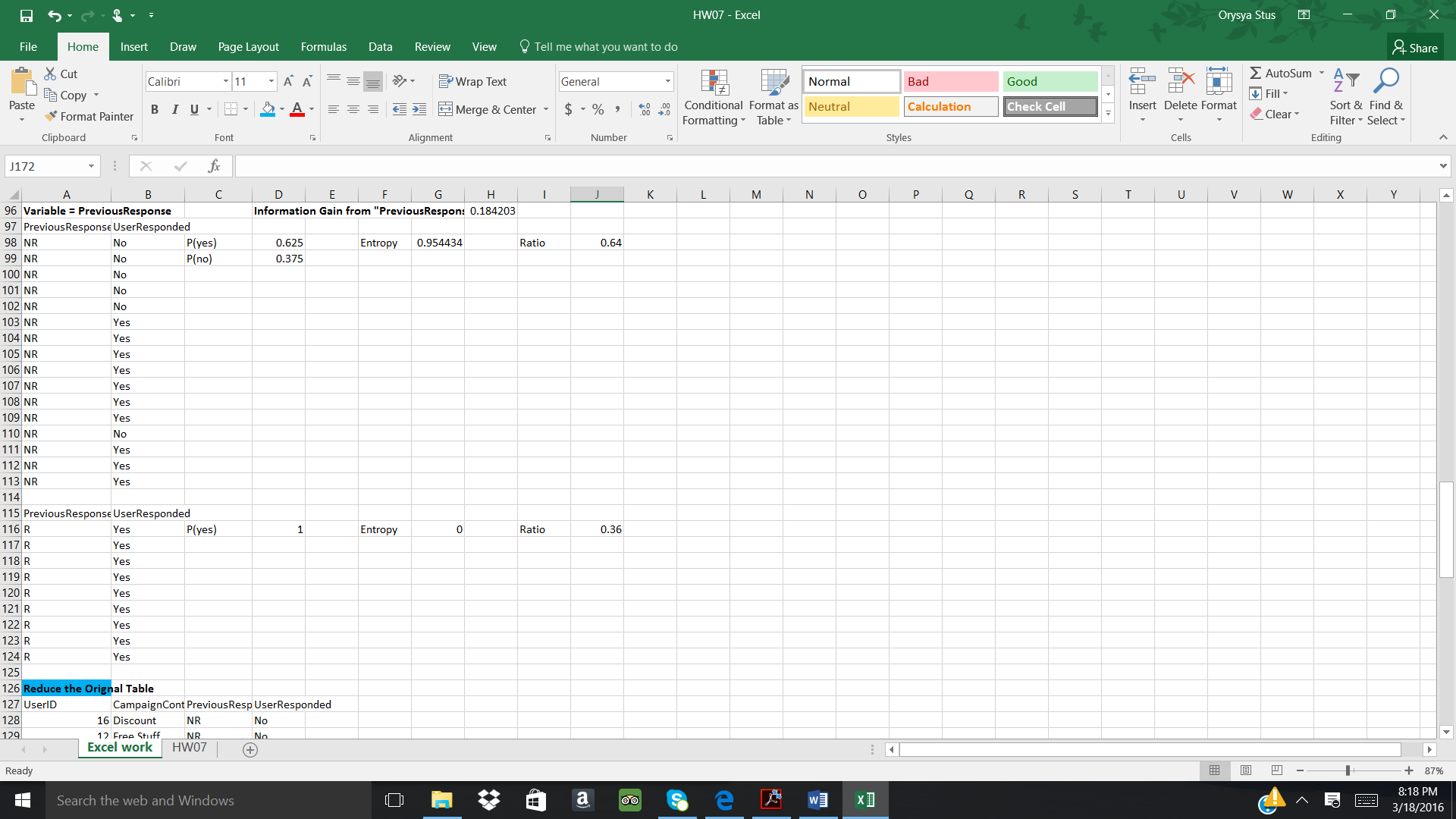
Homework#7

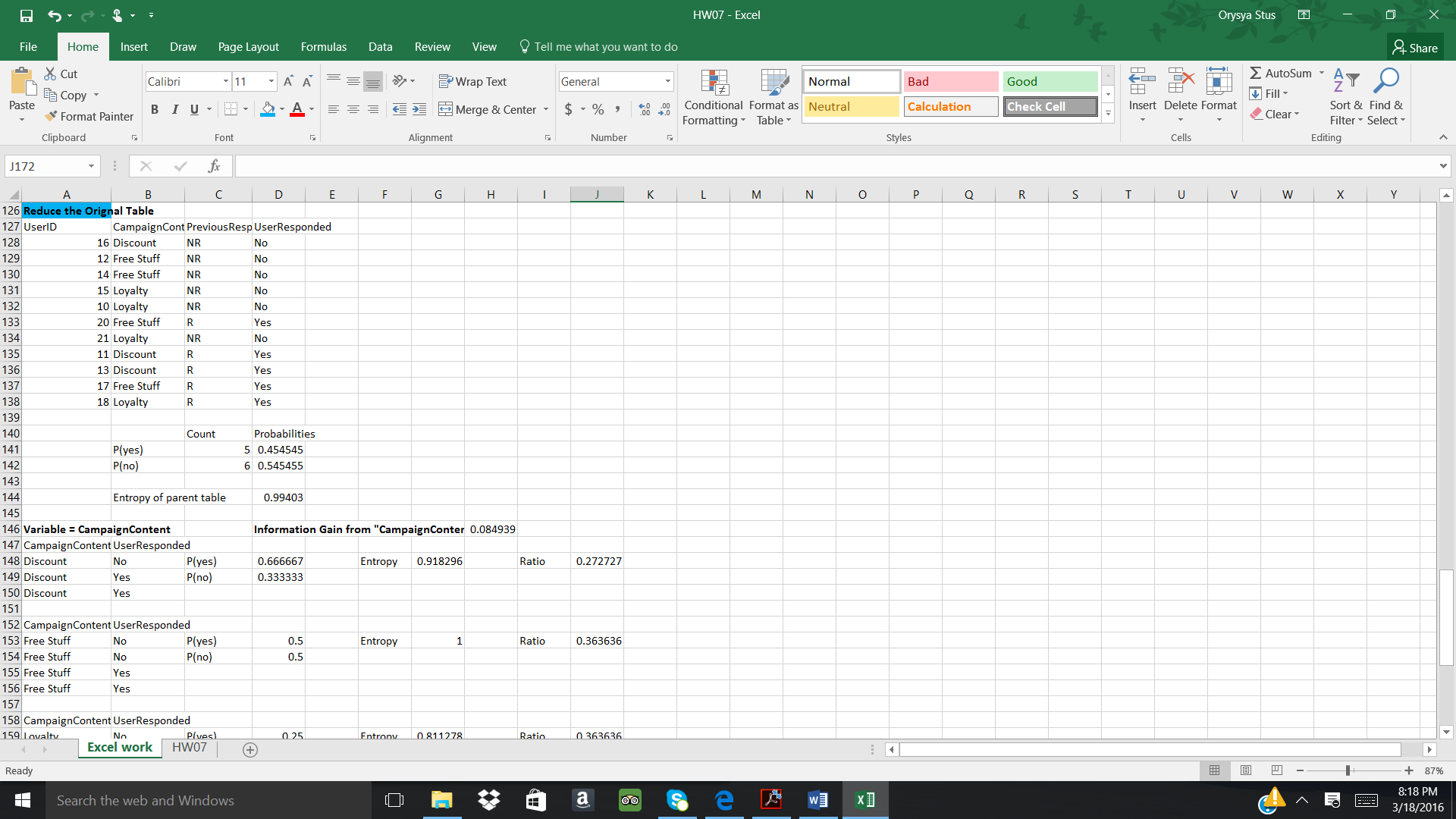
1. The following was completed in Excel in order to achieve the decision tree:

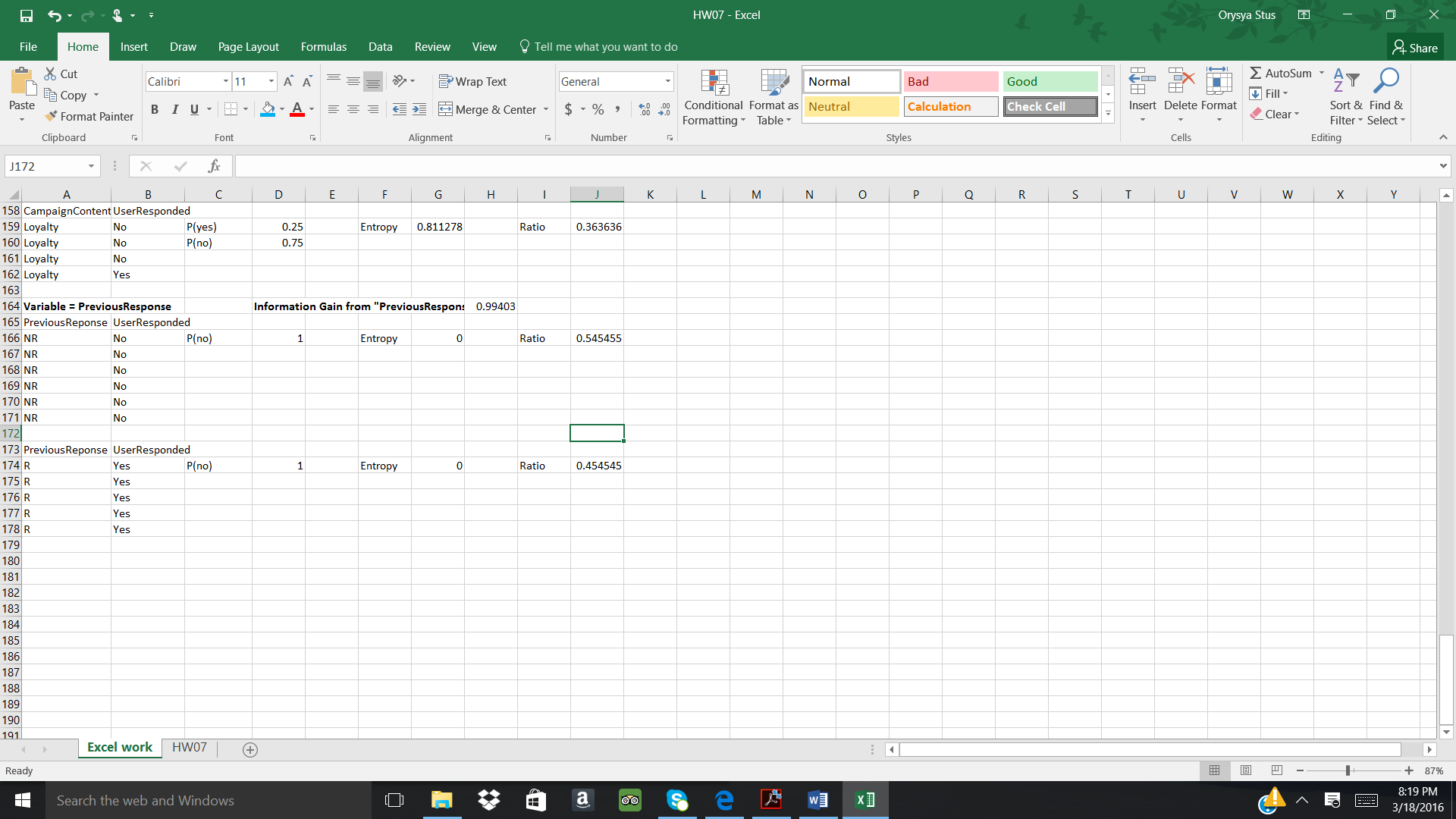












Decision Tree generated:

Campaign

Social

Email

NR

R

No

Previous Response

Yes

Yes

Prediction considering if: Campaign Medium = Social, Campaign Content = Loyalty, Previous Response = R

-Yes for “UserResponded”

Validation in KNIME:  
