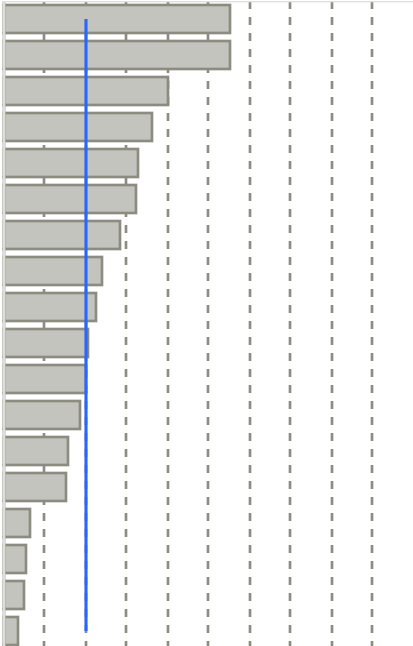


Nominal Logistic Fit for Target_starbucks_in_person**Effect Summary**

Source	LogWorth		PValue
Coffee_strong	5.538		0.00000
Coffee_drinking_per_week	5.535		0.00000
Imp_proximity	4.006		0.00010
Gender	3.630		0.00023
Imp_price	3.278		0.00053
Imp_ease_of_ordering	3.226		0.00059
Age_25 - 31	2.861		0.00138
Imp_quality_of_coffee	2.408		0.00391
Starbucks_satisfaction [Pickup]	2.278		0.00528
Age_18 - 24	2.054		0.00884
Coffee_well_versed	2.029		0.00935
Coffee_Liking	1.885		0.01304
Imp_surroundings_of_shops	1.605		0.02482
Starbucks_satisfaction [Drive thru]	1.518		0.03031
Starbucks_satisfaction [In-store experience]	0.655		0.22115
Starbucks_satisfaction [Online Delivery]	0.540		0.28822
Imp_comfortable_seating	0.527		0.29738
Coffee_brand_matters	0.381		0.41559

Converged in Gradient, 10 iterations

Whole Model Test

Model	-LogLikelihood	DF	ChiSquare	Prob>ChiSq
Difference	19.539582	18	39.07916	0.0028*
Full	13.849731			
Reduced	33.389312			

RSquare (U)	0.5852
AICc	81.2097
BIC	108.147
Observations (or Sum Wgts)	69

Lack Of Fit

Source	DF	-LogLikelihood	ChiSquare
Lack Of Fit	50	13.849731	27.69946
Saturated	68	0.000000	Prob>ChiSq
Fitted	18	13.849731	0.9956

Parameter Estimates

Term	Estimate	Std Error	ChiSquare	Prob>ChiSq
Intercept	-40.485859	19.424487	4.34	0.0371*
Coffee_strong	11.5171583	5.3670953	4.60	0.0319*
Coffee_drinking_per_week	-5.088213	2.2590184	5.07	0.0243*
Coffee_brand_matters	-0.5558203	0.7125201	0.61	0.4353
Coffee_well_versed	-3.4562967	1.8788397	3.38	0.0658
Imp_quality_of_coffee	4.0880262	2.0400603	4.02	0.0451*

Nominal Logistic Fit for Target_starbucks_in_person**Parameter Estimates**

Term	Estimate	Std Error	ChiSquare	Prob>ChiSq
Imp_ease_of_ordering	-4.0915082	1.9361187	4.47	0.0346*
Imp_comfortable_seating	-1.1754918	1.1655494	1.02	0.3132
Imp_proximity	8.01176266	3.6931411	4.71	0.0301*
Imp_price	-7.6866418	3.7828386	4.13	0.0422*
Imp_surroundings_of_shops	-2.2506946	1.3361389	2.84	0.0921
Starbucks_satisfaction [Online Delivery]	0.95463725	0.9395284	1.03	0.3096
Starbucks_satisfaction [Pickup]	5.08240958	2.6303359	3.73	0.0533
Starbucks_satisfaction [Drive thru]	2.85126854	1.7248041	2.73	0.0983
Starbucks_satisfaction [In-store experience]	-1.4348175	1.2797586	1.26	0.2622
Gender	12.8768881	5.8943843	4.77	0.0289*
Age_18 - 24	9.71033984	5.1654202	3.53	0.0601
Age_25 - 31	10.6717083	5.17936	4.25	0.0394*
Coffee_Liking	3.49863755	1.9289219	3.29	0.0697

For log odds of 1/0

Effect Likelihood Ratio Tests

Source	Nparm	DF	L-R ChiSquare	Prob>ChiSq
Coffee_strong	1	1	21.882332	<.0001*
Coffee_drinking_per_week	1	1	21.8680416	<.0001*
Coffee_brand_matters	1	1	0.66274512	0.4156
Coffee_well_versed	1	1	6.75542945	0.0093*
Imp_quality_of_coffee	1	1	8.32421102	0.0039*
Imp_ease_of_ordering	1	1	11.7928939	0.0006*
Imp_comfortable_seating	1	1	1.08589051	0.2974
Imp_proximity	1	1	15.1627932	<.0001*
Imp_price	1	1	12.0169938	0.0005*
Imp_surroundings_of_shops	1	1	5.03626222	0.0248*
Starbucks_satisfaction [Online Delivery]	1	1	1.12791403	0.2882
Starbucks_satisfaction [Pickup]	1	1	7.7823417	0.0053*
Starbucks_satisfaction [Drive thru]	1	1	4.69174393	0.0303*
Starbucks_satisfaction [In-store experience]	1	1	1.49690594	0.2211
Gender	1	1	13.5311844	0.0002*
Age_18 - 24	1	1	6.85497701	0.0088*
Age_25 - 31	1	1	10.2378842	0.0014*
Coffee_Liking	1	1	6.16395883	0.0130*

Nominal Logistic Fit for Target_starbucks_in_person**Confusion Matrix**

Training

Actual Target_starbucks_in_person	Predicted Count	
	1	0
1	54	2
0	3	10

Actual Target_starbucks_in_person	Predicted Rate	
	1	0
1	0.964	0.036
0	0.231	0.769