Nominal Logistic Fit for Target_starbucks_online_or_delivery

Effect Summary

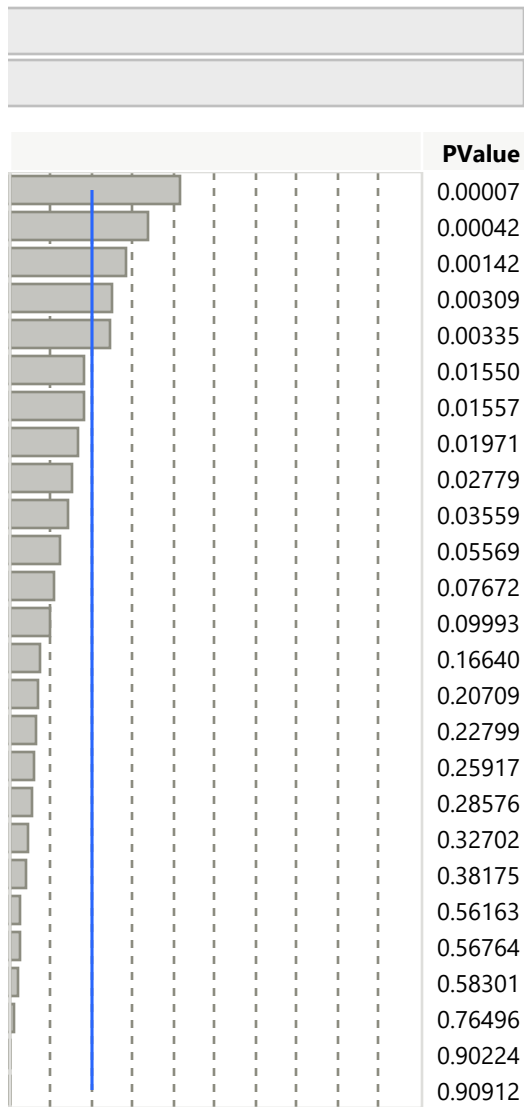| Source	LogWorth
Starbucks_satisfaction [Pickup]	4.173
Age_25 - 31	3.374
Age_18 - 24	2.849
Imp_price	2.510
Coffee_strong	2.475
Highest Education_Undergraduate	1.810
Imp_cleanliness	1.808
Coffee_drinking_per_week	1.705
Coffee_Preference	1.556
Imp_ease_of_ordering	1.449
Currently working	1.254
Imp_attitude_of_staff	1.115
Starbucks_satisfaction [In-store experience]	1.000
Imp_surroundings_of_shops	0.779
Coffee_buying_outside	0.684
Coffee_well_versed	0.642
Imp_quality_of_coffee	0.586
Coffee_Liking	0.544
Imp_knowledgeable_staff	0.485
Starbucks_satisfaction [Online Delivery]	0.418
Starbucks_satisfaction [Drive thru]	0.251
Imp_comfortable_seating	0.246
Imp_proximity	0.234
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	0.116
Imp_speed_of_service	0.045
Imp_customizability	0.041

Converged in Gradient, 8 iterations

Whole Model Test

Model	-LogLikelihood	DF	ChiSquare	Prob>ChiSq
Difference	26.025967	26	52.05193	0.0018*
Full	21.735951			
Reduced	47.761918			

RSquare (U)	0.5449
AICc	134.35
BIC	157.793
Observations (or Sum Wgts)	69

Lack Of Fit

Source	DF	-LogLikelihood	ChiSquare
Lack Of Fit	42	21.735951	43.4719
Saturated	68	0.000000	**Prob>ChiSq**
Fitted	26	21.735951	0.4085

	PValue
	0.00007
	0.00042
	0.00142
	0.00309
	0.00335
	0.01550
	0.01557
	0.01971
	0.02779
	0.03559
	0.05569
	0.07672
	0.09993
	0.16640
	0.20709
	0.22799
	0.25917
	0.28576
	0.32702
	0.38175
	0.56163
	0.56764
	0.58301
	0.76496
	0.90224
	0.90912

Nominal Logistic Fit for Target_starbucks_online_or_delivery

Parameter Estimates

Term	Estimate	Std Error
Intercept	-17.335669	6.9237211
Coffee_Liking	0.87039473	0.8362019
Coffee_strong	1.97010341	0.8082392
Coffee_buying_outside	0.94436355	0.7877833
Coffee_well_versed	-1.0278506	0.8652618
Imp_quality_of_coffee	-1.0640319	0.9633171
Imp_attitude_of_staff	1.39306766	0.8890281
Imp_speed_of_service	-0.1177261	0.9619973
Imp_ease_of_ordering	-1.913592	1.1589995
Imp_customizability	0.06740081	0.5942505
Imp_knowledgeable_staff	0.68488722	0.7171559
Imp_comfortable_seating	-0.4509239	0.8002923
Imp_proximity	-0.3842197	0.709195
Imp_price	2.1037156	0.8885449
Imp_surroundings_of_shops	-0.7453933	0.5668026
Starbucks_satisfaction [Online Delivery]	0.63059616	0.7318023
Starbucks_satisfaction [Pickup]	4.14035231	1.5893469
Starbucks_satisfaction [Drive thru]	0.62498352	1.1732883
Starbucks_satisfaction [In-store experience]	-1.4125388	0.9636851
Currently working	3.27816162	1.9597337
Age_18 - 24	8.92758696	3.5644286
Age_25 - 31	8.73294724	3.2302785
Highest Education_Undergraduate	-4.4950705	2.2175445
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	0.36154931	1.2156571
Imp_cleanliness	-2.5582	1.3526538
Coffee_Preference	-2.5875619	1.4138678
Coffee_drinking_per_week	-0.9348897	0.4697176

For log odds of 1/0

Effect Likelihood Ratio Tests

Source	Nparm	DF	L-R ChiSquare
Coffee_Liking	1	1	1.13950689
Coffee_strong	1	1	8.60593065
Coffee_buying_outside	1	1	1.59167169
Coffee_well_versed	1	1	1.45338469
Imp_quality_of_coffee	1	1	1.27317136
Imp_attitude_of_staff	1	1	3.13307862
Imp_speed_of_service	1	1	0.01508809
Imp_ease_of_ordering	1	1	4.41659595
Imp_customizability	1	1	0.01302945
Imp_knowledgeable_staff	1	1	0.96065863
Imp_comfortable_seating	1	1	0.3266519
Imp_proximity	1	1	0.30139953
Imp_price	1	1	8.7538836
Imp_surroundings_of_shops	1	1	1.91509883

ChiSquare	Prob>ChiSq
6.27	0.0123*
1.08	0.2979
5.94	0.0148*
1.44	0.2306
1.41	0.2349
1.22	0.2694
2.46	0.1171
0.01	0.9026
2.73	0.0987
0.01	0.9097
0.91	0.3396
0.32	0.5731
0.29	0.5880
5.61	0.0179*
1.73	0.1885
0.74	0.3889
6.79	0.0092*
0.28	0.5943
2.15	0.1427
2.80	0.0944
6.27	0.0123*
7.31	0.0069*
4.11	0.0427*
0.09	0.7662
3.58	0.0586
3.35	0.0672
3.96	0.0466*

Prob>ChiSq
0.2858
0.0034*
0.2071
0.2280
0.2592
0.0767
0.9022
0.0356*
0.9091
0.3270
0.5676
0.5830
0.0031*
0.1664

Nominal Logistic Fit for Target_starbucks_online_or_delivery

Effect Likelihood Ratio Tests

Source	Nparm	DF	L-R ChiSquare
Starbucks_satisfaction [Online Delivery]	1	1	0.76504949
Starbucks_satisfaction [Pickup]	1	1	15.8893353
Starbucks_satisfaction [Drive thru]	1	1	0.33689003
Starbucks_satisfaction [In-store experience]	1	1	2.70664111
Currently working	1	1	3.66116923
Age_18 - 24	1	1	10.1860393
Age_25 - 31	1	1	12.4277699
Highest Education_Undergraduate	1	1	5.85850991
Do you care if the Starbucks location offers an inviting space to sit down and spend time?	1	1	0.08938695
Imp_cleanliness	1	1	5.85124489
Coffee_Preference	1	1	4.84090584
Coffee_drinking_per_week	1	1	5.43736696

Confusion Matrix

Training

Actual	Predicted Count	
Target_starbucks_online_or_delivery	1	0
1	32	4
0	5	28

Actual	Predicted Rate	
Target_starbucks_online_or_delivery	1	0
1	0.889	0.111
0	0.152	0.848

Prob>ChiSq
0.3818
<.0001*
0.5616
0.0999
0.0557
0.0014*
0.0004*
0.0155*
0.7650
0.0156*
0.0278*
0.0197*