**Task 2**: Predictive Analytics EZ currently uses a set of rules to determine its pricing for car rentals. For this task, focus only on the San Francisco locations of EZ. Develop a predictive model that mimics the current set of rules. Write a memo (not exceeding two pages, 11 pt. font single spaced) on why your model is appropriate, potential weaknesses in the model and the kind of data you would like to have to improve it. Share your memo and accompanying code