

# Report for Logistic Regression Model LM\_Step

## Basic Summary

Call:

```
glm(formula = Redeemer ~ Region + Spend + Status + Stays.Per.Year +
Total.Days.Stayed, family = binomial(logit), data = the.data)
```

Deviance Residuals:

Min	1Q	Median	3Q	Max
-5.6796	-0.2806	-0.0455	-0.0013	3.4645

Coefficients:

	Estimate	Std. Error	z value	Pr(> z )
(Intercept)	-0.5677690	4.438e-01	-1.27943	0.20075
Region10	-0.1315800	4.616e-01	-0.28506	0.7756
Region2	1.2229476	6.610e-01	1.85028	0.06427 .
Region3	-0.8697734	5.447e-01	-1.59682	0.11031
Region4	-0.9268640	4.982e-01	-1.86053	0.06281 .
Region5	-0.9367319	4.972e-01	-1.88408	0.05955 .
Region6	0.4203090	4.730e-01	0.88862	0.37421
Region7	0.6326979	4.903e-01	1.29037	0.19692
Region8	0.0388585	4.883e-01	0.07958	0.93657
Region9	0.4558167	5.437e-01	0.83837	0.40182
Spend	0.0008258	6.869e-05	12.02285	< 2.2e-16 ***
StatusGold	0.7418434	3.200e-01	2.31835	0.02043 *
StatusPlatinum	1.6875579	1.181e+00	1.42855	0.15314
StatusSilver	0.3277188	3.028e-01	1.08220	0.27916
Stays.Per.Year	-1.6271357	1.562e-01	-10.41630	< 2.2e-16 ***
Total.Days.Stayed	-0.0384967	2.405e-02	-1.60074	0.10943

Significance codes: 0 '\*\*\*' 0.001 '\*\*' 0.01 '\*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial taken to be 1 )

Null deviance: 1377.7 on 1592 degrees of freedom

Residual deviance: 537.84 on 1577 degrees of freedom

McFadden R-Squared: 0.6096, Akaike Information Criterion 569.8

Number of Fisher Scoring iterations: 8

Type II Analysis of Deviance Tests