Predictive Modeling – 202140 BANA – 7365-040

Homework 4

Tyler Mann

Appendix 1:

See below.

Appendix 2:

See below.

Appendix 3:

Yes, and allow Age, EstimatedSalary, and Purchased to be dependent variables.

Appendix 4:

Looking at the P-Value, it is less than 0.05 so gender is significant to purchasing. The relationship between the coefficient and the probability depends on several aspects of the analysis, including the link function. Generally, positive coefficients indicate that the event becomes more likely as the predictor increases. Negative coefficients indicate that the event becomes less likely as the predictor increases. The coefficient value represents the mean change in the response given a one-unit change in the predictor. So male and female show similar numbers that say for every time the predictor increases, gender decreases by -12.78. The standard error is high, which means that the sample means are widely spread around the population mean. With a standard error of 1.3 gender may not closely represent the population. The Z-Score shows gender is -9.5 standard deviations from the mean which could mean skewness. About 56% did not make the purchase and around 44% did purchase overall. Purchases are made by people older than 40 much more often than younger people. Based on gender it is even for who purchased and who did not, but I do not believe that gender best shows the significance of who is purchasing. I believe that age shows better significance.

Appendix 1:

Graphical user interface, table

Description automatically generated

Graphical user interface, table

Description automatically generated

Text

Description automatically generated

Appendix 2:

Calendar

Description automatically generated

Graphical user interface, application, Word

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Appendix 3:

Chart, bar chart

Description automatically generated

Chart

Description automatically generated with medium confidence

Appendix 4:

A picture containing text

Description automatically generated

Text

Description automatically generated

Table

Description automatically generated

A picture containing graphical user interface

Description automatically generated