Regression

Congratulations! You just got some contract work with an Ecommerce company based in New York City that sells clothing online but they also have in-store style and clothing advice sessions. Customers come in to the store, have sessions/meetings with a personal stylist, then they can go home and order either on a mobile app or website for the clothes they want. The company is trying to decide whether to focus their efforts on their mobile app experience or their website. They've hired you on contract to help them figure it out!

Task:

1. create linear regression model for given data set. Features include average session time in store, time spent on phone app, time spent on the website, length of membership. Target variable is yearly amount spent with the company.
2. Validate and explain the regression model, i.e. coefficient meaning, goodness of fit and etc.
3. One can generate artificial features using Kernel methods to improve model fit.