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**Wesbrook dataset. Lift charts.**

First check variables summary:

A close up of a sign

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Delete those variables which have more than 50% missing values

Nullifying these variables, “ID”, “INDUPDT” (Date of last update of personal data) and “BIGBLOCK” (one level factor variable)

Building models

**Decision Tree**

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**GLM**



checking the accuracy



A close up of text on a white background

Description automatically generated

A screenshot of a cell phone

Description automatically generated

A close up of a sign

Description automatically generated

Then, creating 3 **rpart** models with different complexity parameters

A picture containing device

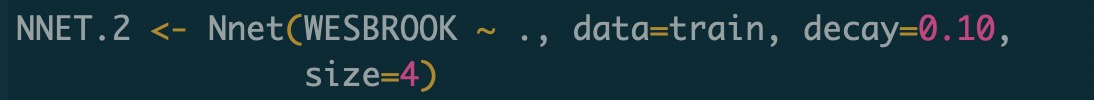
Description automatically generated



A picture containing device

Description automatically generated

And creating 3 **neural networks** with different number of neurons in the hidden layer





A screenshot of a cell phone

Description automatically generated

Making lift charts for 3 types of glm model

A close up of a sign

Description automatically generated

A close up of a map

Description automatically generated

A close up of a map

Description automatically generated