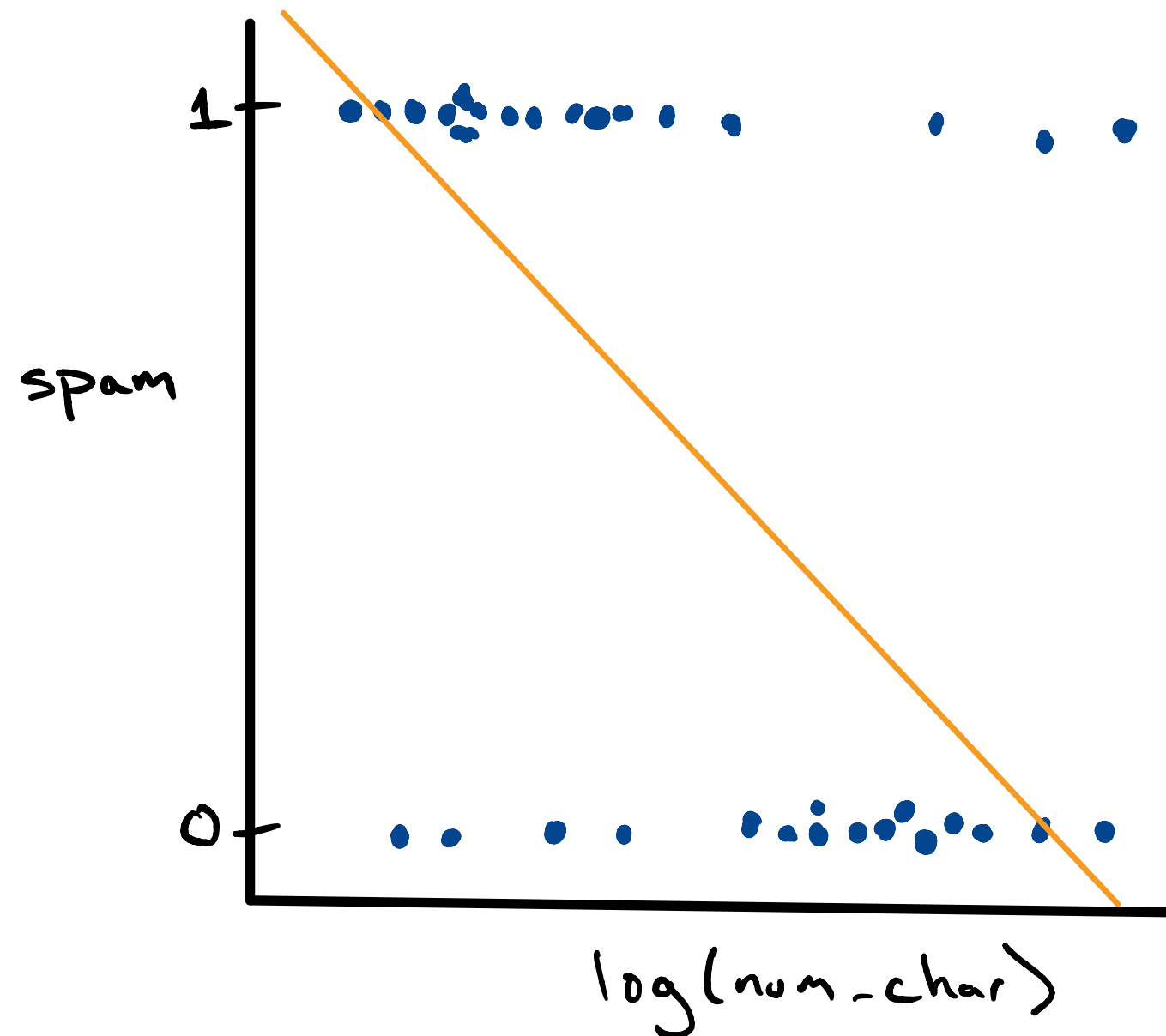


IDEA #1: predict y with multiple linear regression.

$$\hat{y} = b_0 + b_1 x$$



→ BAD IDEA

- Makes predictions not in $\{0, 1\}$.

eg. $\hat{y} = .58$