Practice Review for Marketing Analytics with R

(please submit the report on the next Sunday)

1. Load the loandata.csv file and construct frequency distribution of group membership (variable Group in the dataset)
2. Construct cross tabulation between Rent and CarLoan and do the Chi-square test
3. Construct binary response variables with Sex, Rent, CarLoan, and different Groups separately.
4. Fit a binary response model with dependent variable CarLoan and independent variables Rent, Sex, Group2, Group3 and Group4.
5. Use daisy() function to construct distance matrix and then use hclust() to construct dendogram
6. Split them in 4 clusters by using K=4, copy and paste the dendogram in the MS-Word
7. Fit a random forest model to predict the CarLoan:
   1. note error rates and confusion matrix
   2. class imbalance
   3. likelihood of CarLoan
   4. Overall summary to find potential customers for your Bank’s planned car loan