1.

Based on the questions below and the cited article, the most suitable Data Science Predictive modeling techniques would be support vector machines. Support vector machines would allow us to see apparent demographic issues affecting customer engagement. In this method, the variable with the largest distance between itself and the "hyperplane" or dependent variable, highlights the variable with the largest effects on the data. Another modeling technique that would be suitable would be linear regression to measure growth and shrinking categories based on customer engagement. In linear regression, we can easily track decreases and increases in the data and track the variables causing these changes in the data.