**EMAIL CAMPAIGN**

**BACKGROUND:**

The data is a marketing campaign data of a skin care clinic associated with its success.

Description of variables-

Success: Response to marketing campaign of Skin Care Clinic which offers both products and services.

(1: email Opened, 0: email not opened)

AGE: Age Group of Customer

Recency\_Service: Number of days since last **service** purchase

Recency\_Product: Number of days since last **product** purchase

Bill\_Service: Total bill amount for **service in last 3 months**

Bill\_Product: Total bill amount for **products in last 3 months**

Gender (1: Male, 2: Female)

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1. Summarize bill amounts by “Success” (descriptive statistics like n,min,max,mean and sd)
2. Visualize bill amounts by “Success”
3. Analyze association between Gender and Success
4. Develop a statistical model to estimate probability of success
5. Finalize the model by excluding insignificant variables
6. Estimate predicted probabilities and add a column in the original data
7. Use 0.5 as a threshold, estimate Success=0/1
8. Analyze model accuracy and misclassification rate