

STEP 6: Preliminary final model

Interaction limited_edition and exclusive

```
``{r}
```

```
preliminar.model1 <- glm(online_only ~ limited_edition + exclusive + log_price +  
log_value_price + log_love + limited_edition:exclusive, family = binomial, data  
= sephora)
```

```
summary(preliminar.model1 )
```

```
...
```

Call:

```
glm(formula = online_only ~ limited_edition + exclusive + log_price +  
    log_value_price + log_love + limited_edition:exclusive, family = binomial,  
    data = sephora)
```

Coefficients:

	Estimate	Std. Error	z value	Pr(> z)	
(Intercept)	3.19344	0.23520	13.578	< 2e-16	***
limited_edition1	0.37317	0.11791	3.165	0.001552	**
exclusive1	-0.32595	0.07374	-4.420	9.87e-06	***
log_price	-0.90866	0.23902	-3.802	0.000144	***
log_value_price	0.94943	0.23443	4.050	5.12e-05	***
log_love	-0.55214	0.01983	-27.842	< 2e-16	***
limited_edition1:exclusive1	0.11556	0.17432	0.663	0.507367	

```
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```

Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

Null deviance: 9791.0 on 8986 degrees of freedom
Residual deviance: 8648.6 on 8980 degrees of freedom
AIC: 8662.6

Number of Fisher Scoring iterations: 4