

Income predictor

Consulting project – Survata

JC Leyder

Are Belgian beers the best?



- Yes
- No

Continue

Survata survey

- Gender
 - Age
 - Location (from IP)
-

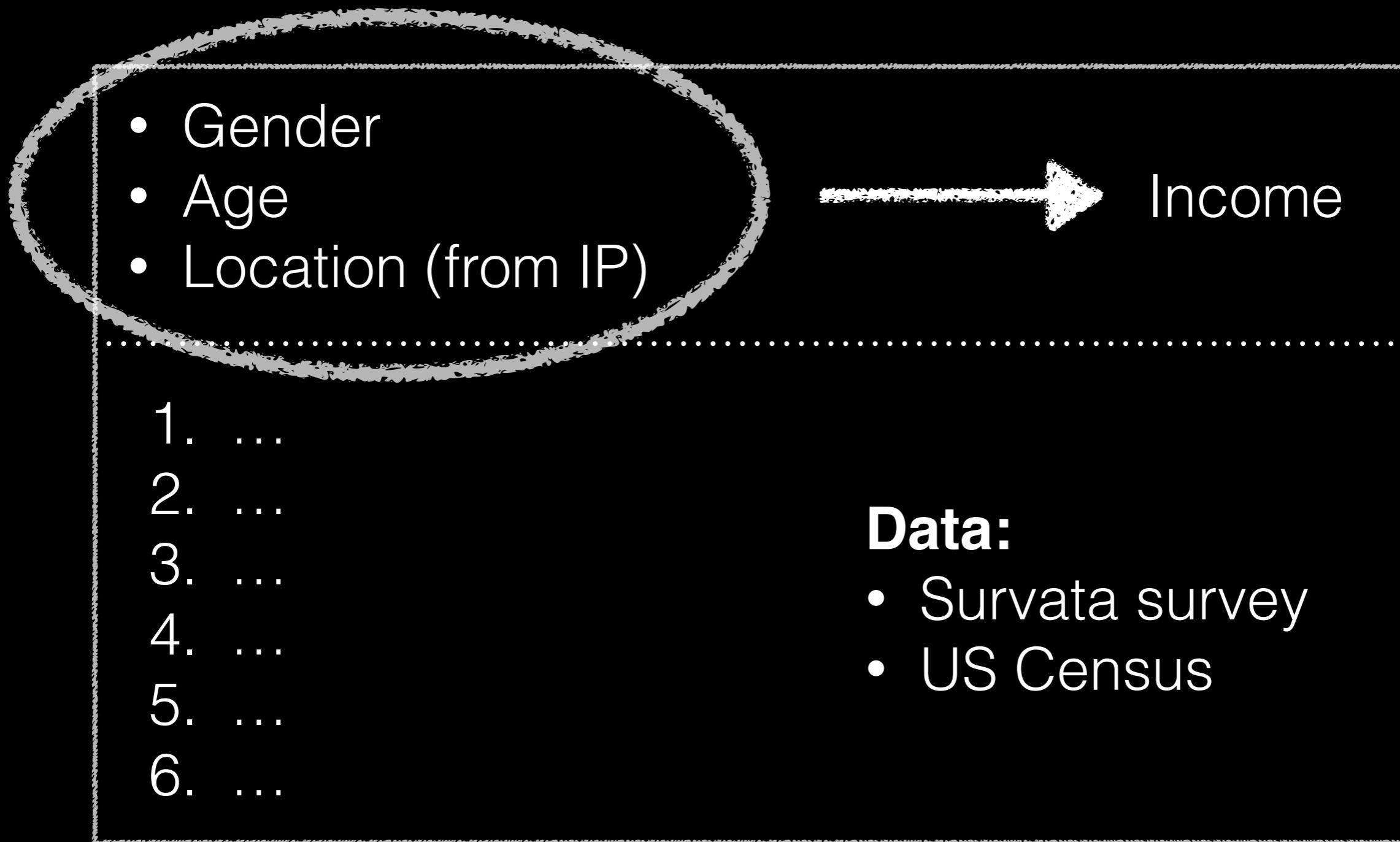
1. ...
2. ...
3. ...
4. ...
5. ...
6. ...

Survata survey

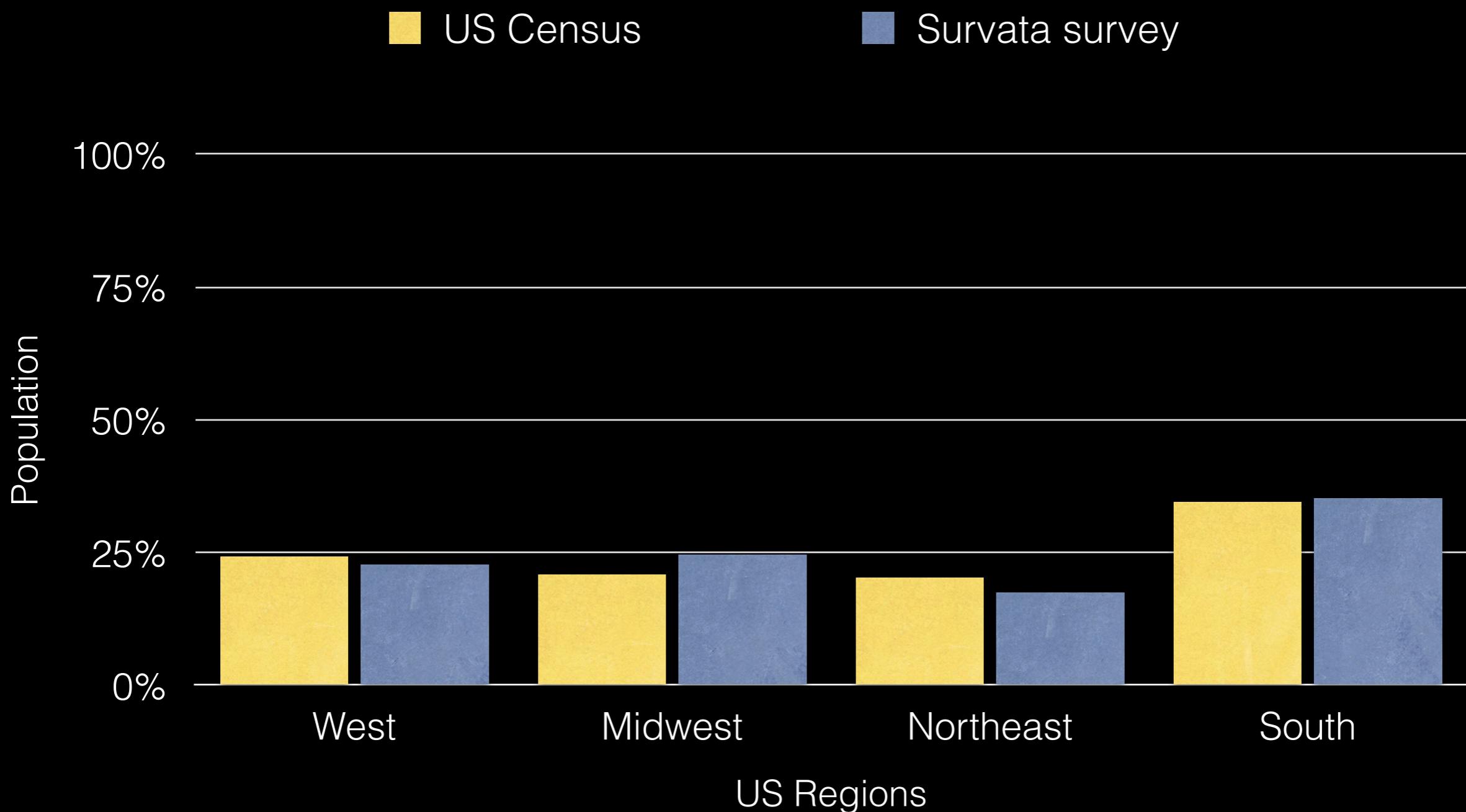
- Gender
 - Age
 - Location (from IP)
-

1. Income
2. ...
3. ...
4. ...
5. ...
6. ...

Survata survey



US Census & Survata



Algorithm

Input:

- Age (categories)
- Zip code
- Gender

Prediction:

- Income (categories)

Classifier:

Random Forest Classifier

Algorithm

Input:

- Age (categories)
- Zip code
- Gender
- **OS/Browser**

Prediction:

- Income (categories)

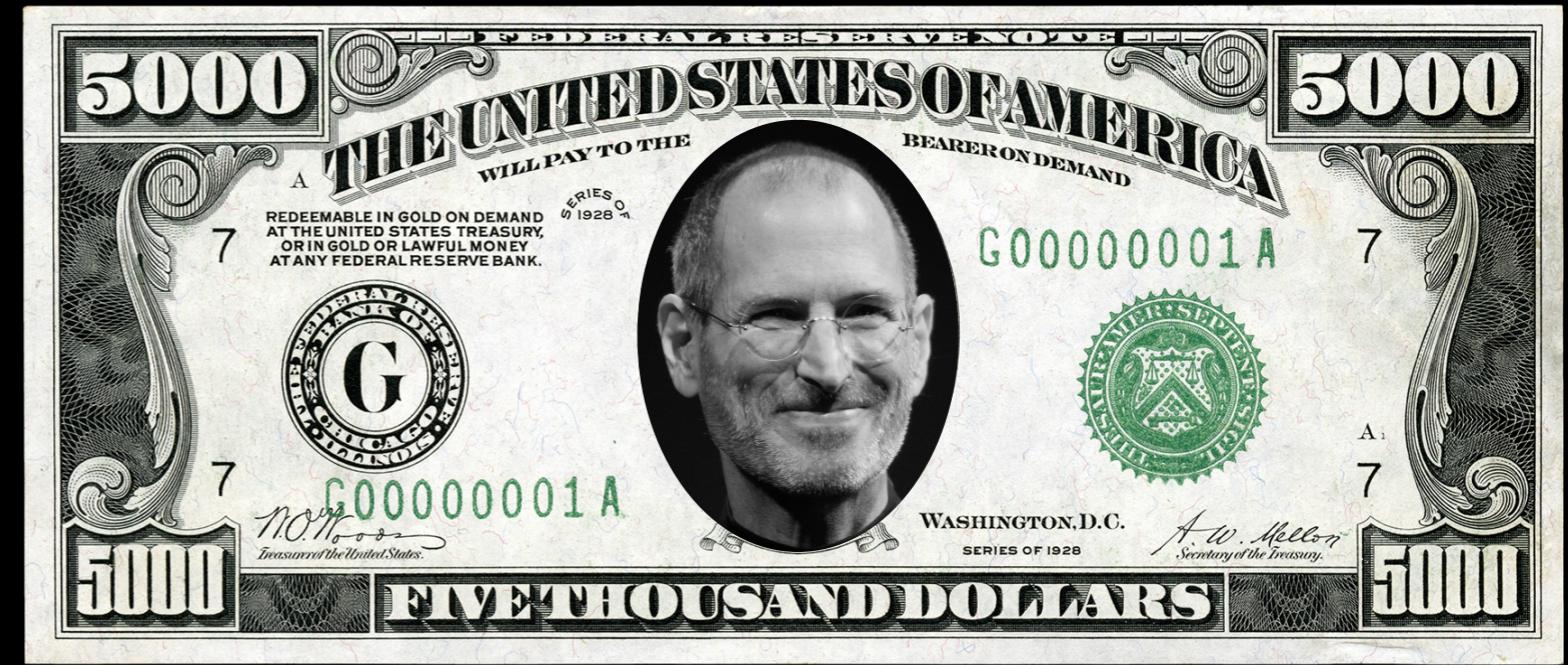
Classifier:

Random Forest Classifier

Algorithm

Input:

- Age (categories)
- Zip code
- Gender
- **OS/Browser**



Prediction:

- Income (categories)

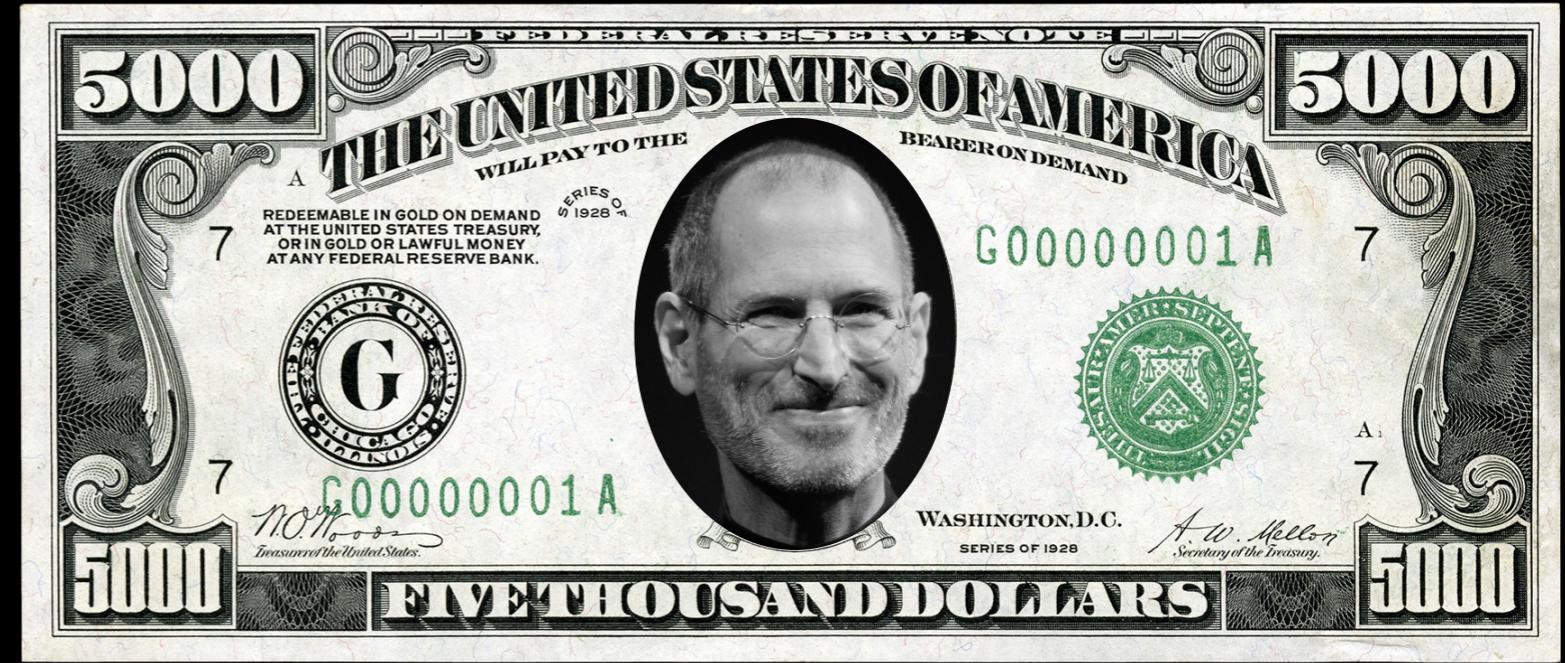
Classifier:

Random Forest Classifier

Algorithm

Input:

- Age (categories)
- Zip code
- Gender
- **OS/Browser**



Prediction:

- Income ⇒ **new categories**

Classifier:

Random Forest Classifier

New income survey

Survata 415-745-8833 HELP ? MY ACCOUNT JC LEYDER ▾

JC LEYDER - INCOME - NEW SURVEY (SURVEY ID 67444A03) RUNNING

Analyst reviewing survey Review + approve survey **Collecting results** Analyze your results!

Survey Design approved

Attachments

Results 2271/4000 - 57% **Approved**

Estimated completion date: Feb 1, 2016

Full response data, including open-ended responses and respondent demographics, will be available for download upon survey completion.

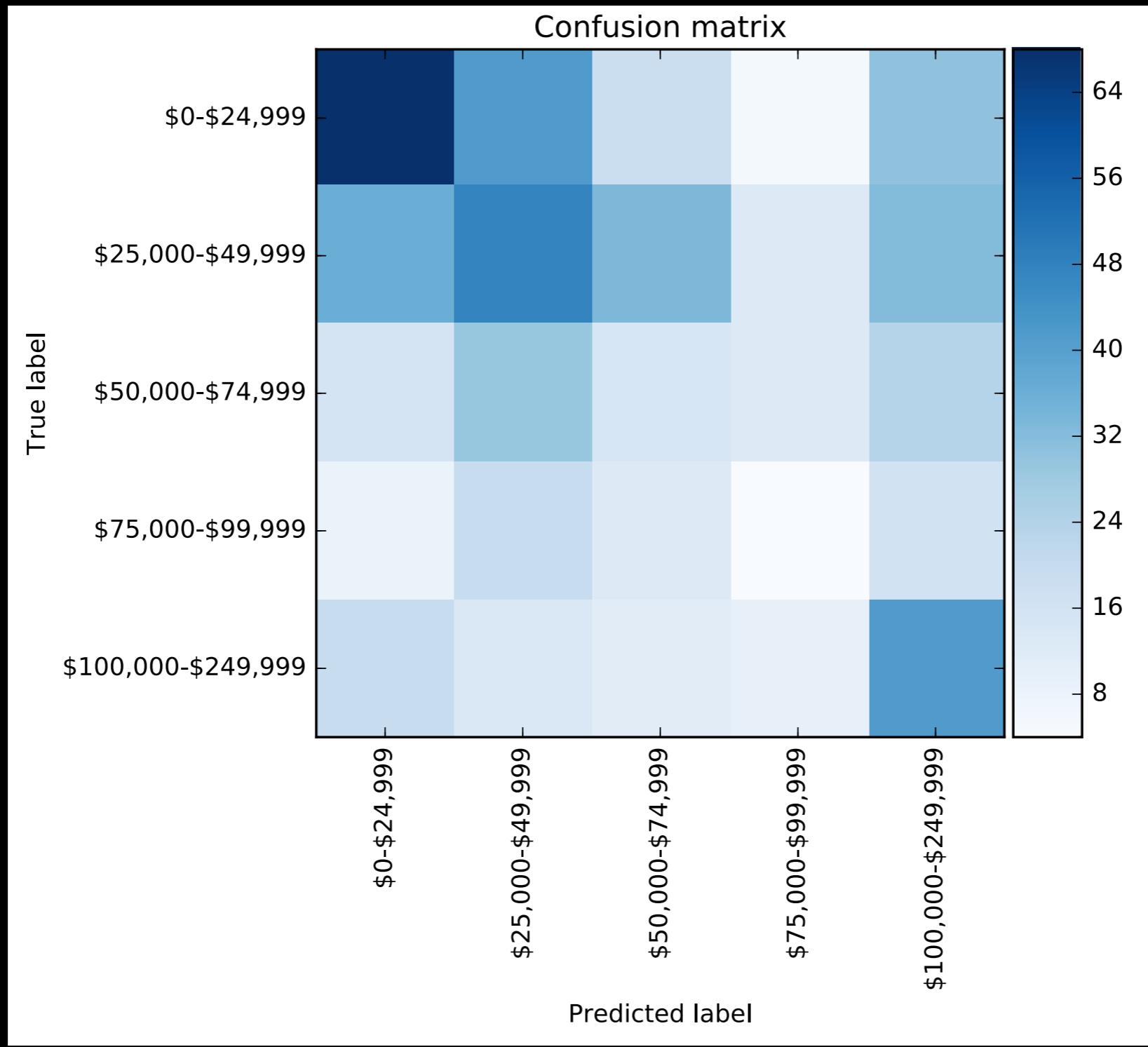
Question #1

What is the highest level of education you have attained?

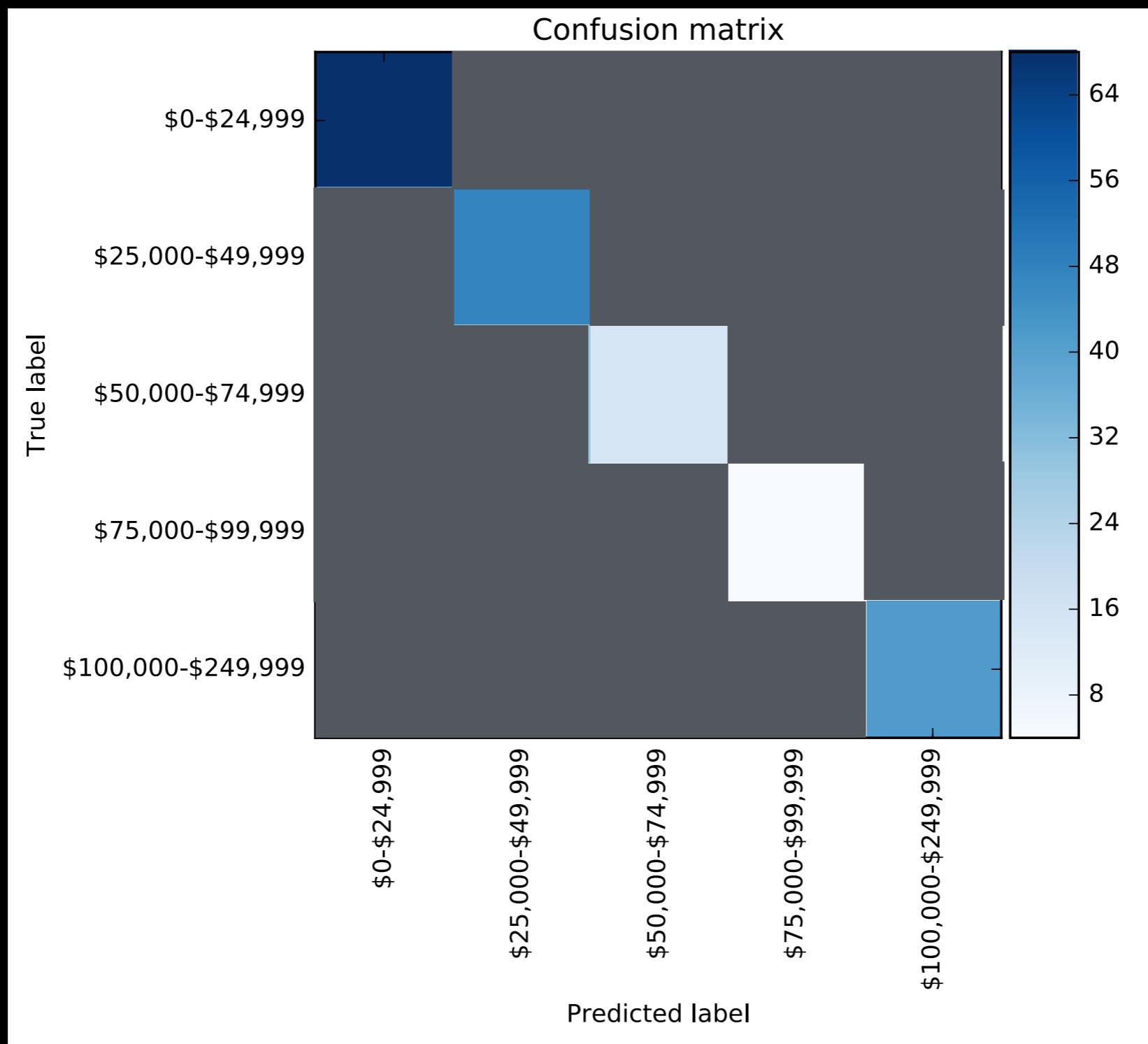
A bar chart titled "What is the highest level of education you have attained?". The y-axis is labeled "Number of responses" and ranges from 0 to 600. The x-axis lists eight categories of education. The bars are colored as follows: Some high school (blue), High school graduate (dark grey), Some college, no degree (green), Associate's degree (orange), Bachelor's degree (pink), Master's degree (yellow), Professional degree (purple), and Doctoral degree (teal). The chart shows that the most common education level is "Some college, no degree" at 567 (25.0%), followed by "High school graduate" at 266 (11.7%).

Education Level	Number of Responses	Percentage
Some high school	266	11.7%
High school graduate	567	25.0%
Some college, no degree	262	11.5%
Associate's degree	78	3.4%
Bachelor's degree	345	15.2%
Master's degree	146	6.4%
Professional degree	107	4.7%
Doctoral degree		

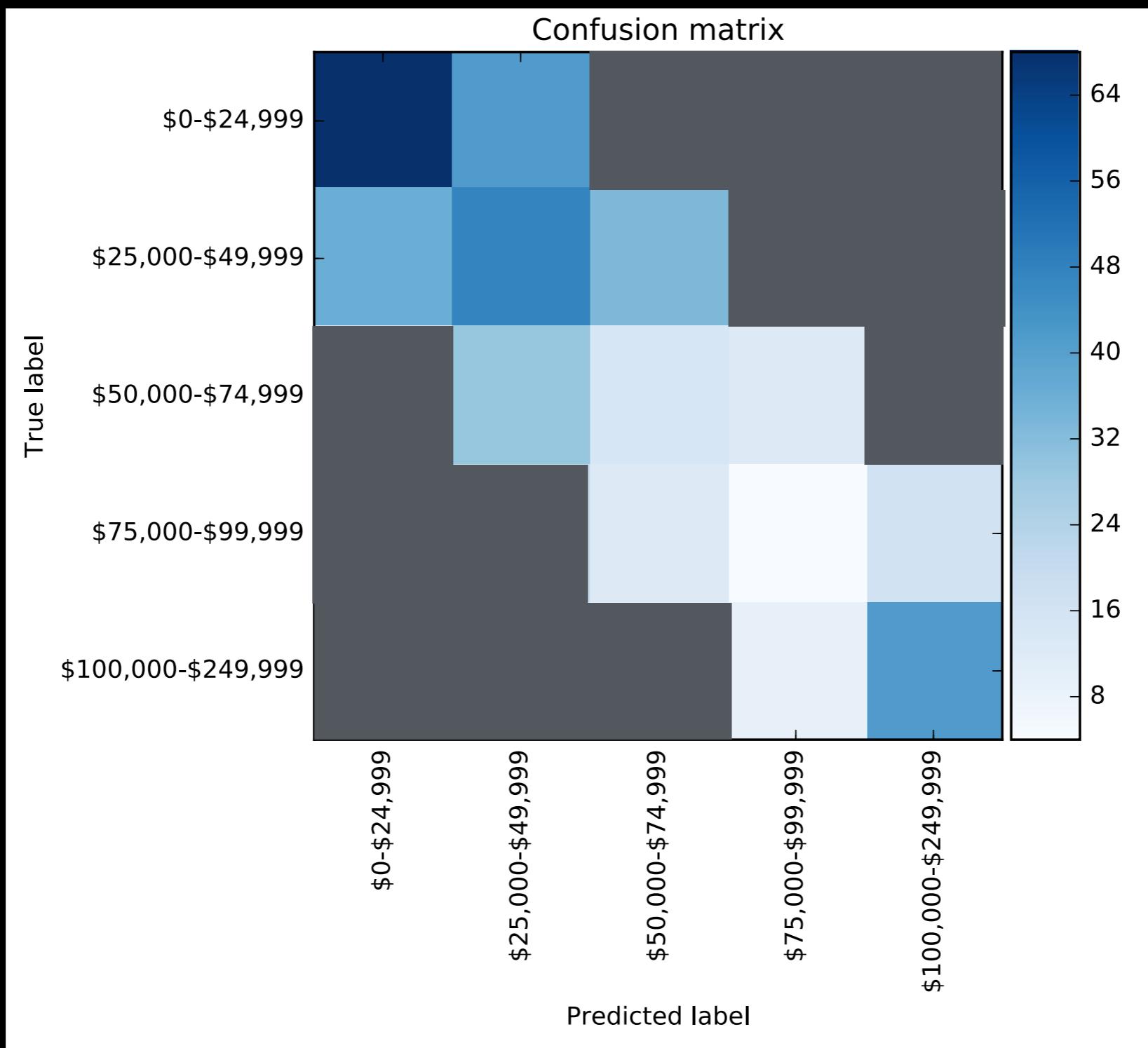
Accuracy



Accuracy



Accuracy



JC Leyder

