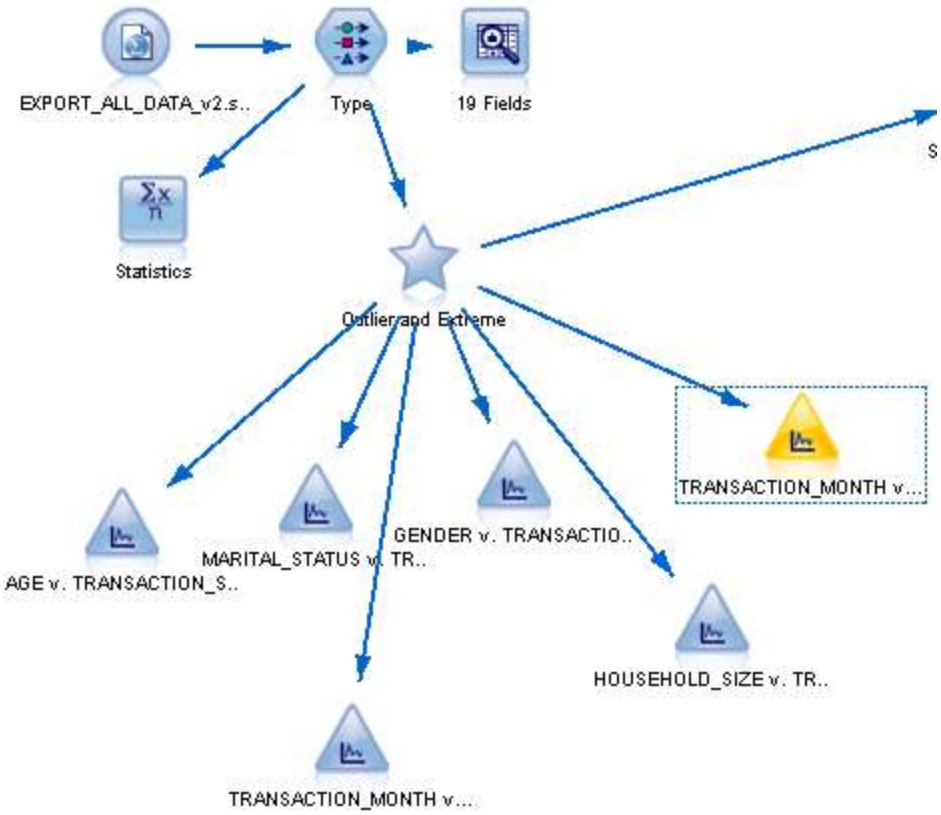
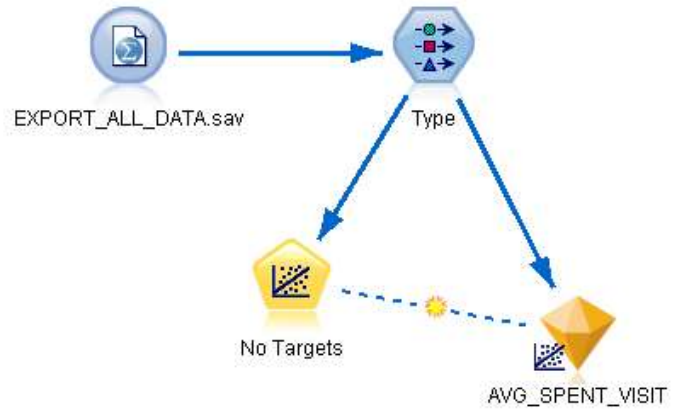
Regression technique applied on number of different parameters:

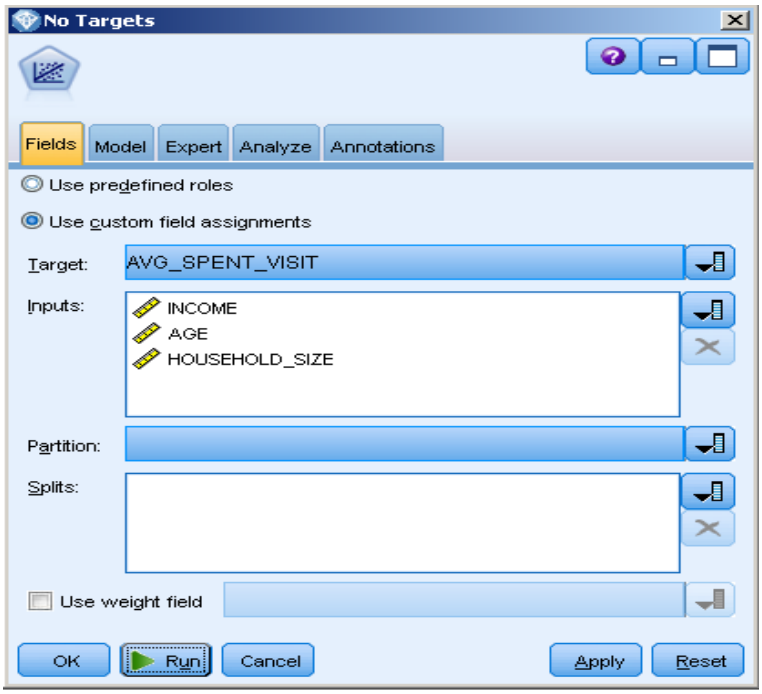
1. The correlations between the individual columns were identified:



2. With the correlations derived, it was noticed that a regression on Average Spend Per Visit Per Customer with parameters Income, Age, and House Hold Size will be the most logical to use.



3.


No Targets
Fields
Model
Expert
Analyze
Annotations
Use predefined roles
Use custom field assignments
Target:
AVG_SPENT_VISIT
Inputs:
INCOME
AGE
HOUSEHOLD_SIZE
Partition:
Splits:
Use weight field
OK
Run
Cancel
Apply
Reset