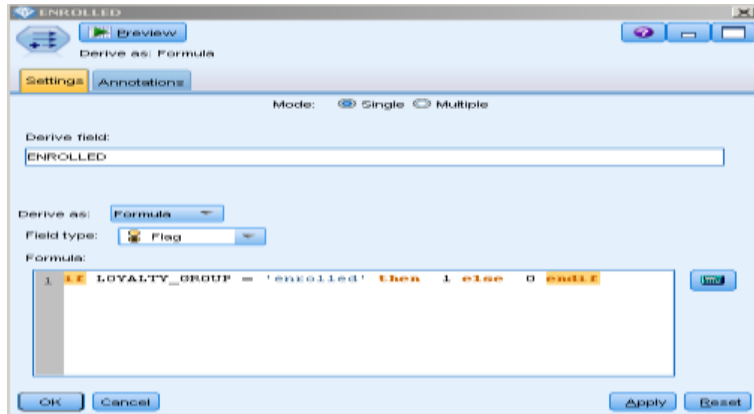
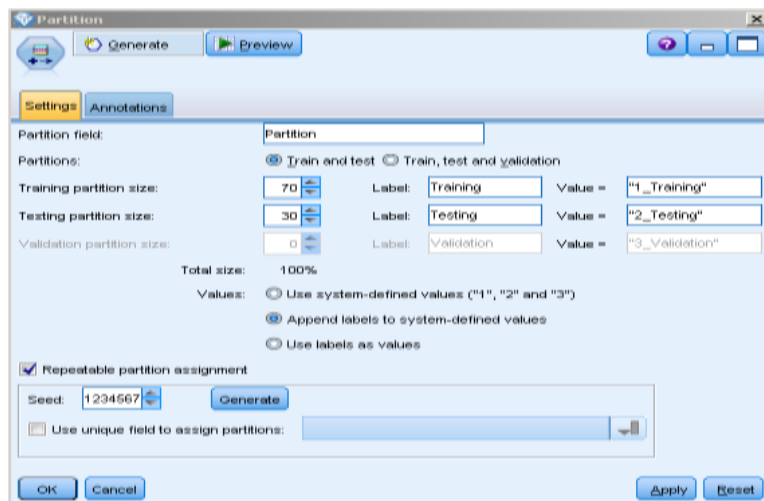


Classification technique applied to determine impact on loyalty program:

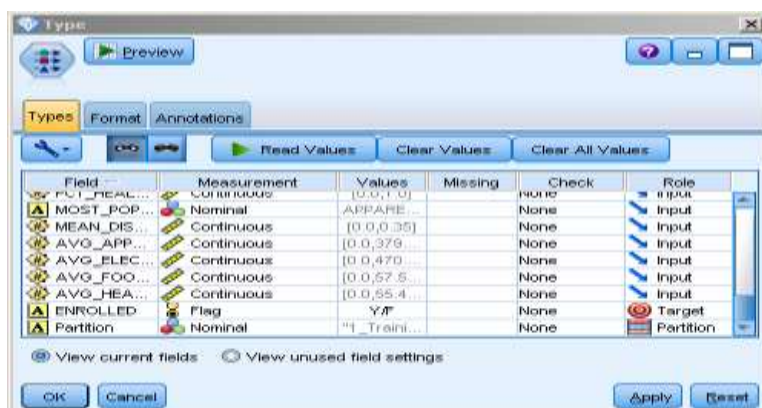
1. Derive a field categorical field ENROLLED for each customer



- 2.
3. Partition is created with 70% training data and 30% test data.

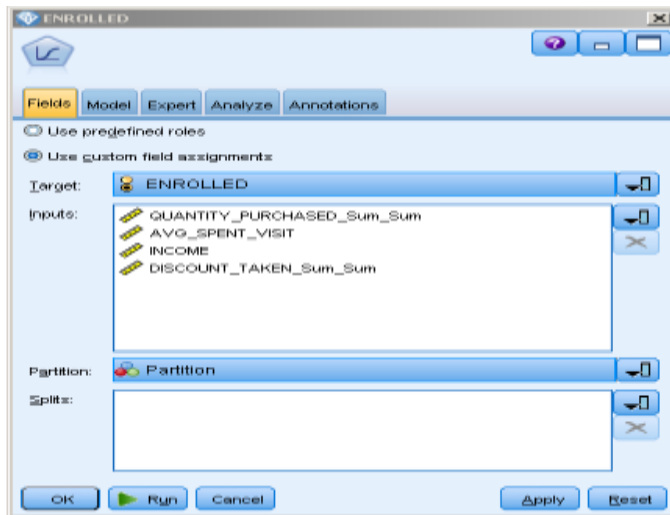


- 4.
5. Define the derived field ENROLLED as target

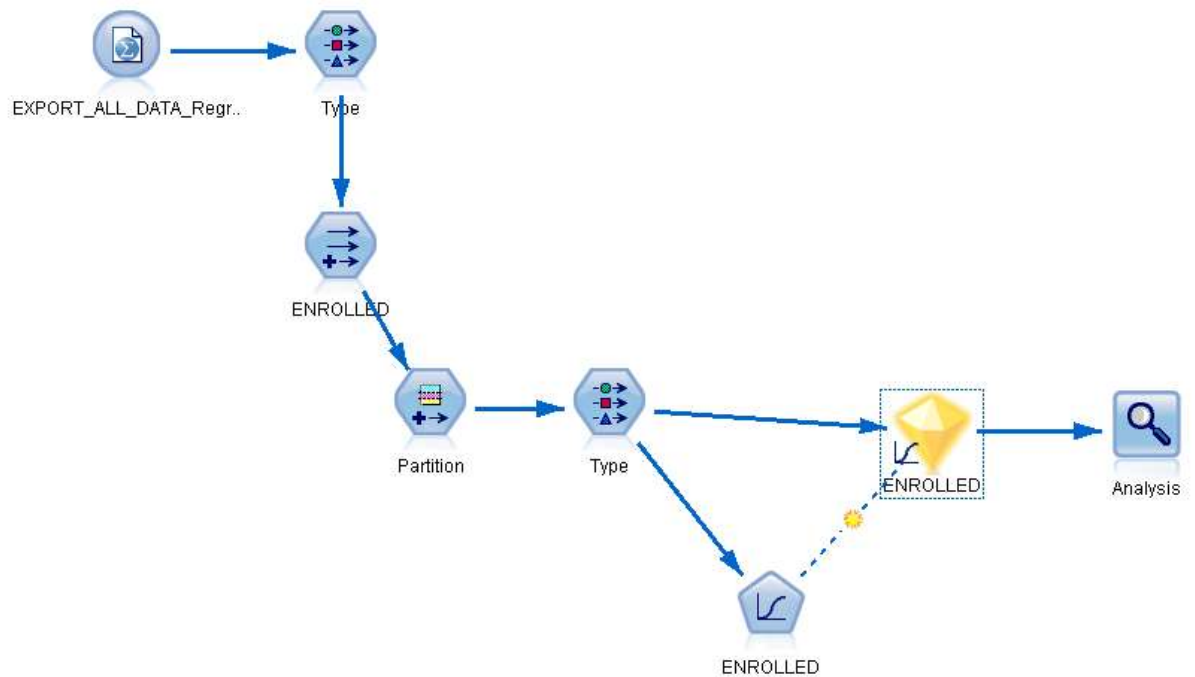


- 6.

7. Finally run a Logistic regression with target = ENROLLED and inputs = Qty Purchased, Average Spent per Visit, Income, and Discount Taken



- 8.
9. End to End diagram –



- 10.