MKTG776 HW7

Jordan Farrer

2017-03-29

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1 Question 1

We will use the "Regular" churn dataset from HW1:

```
biz_travel_data <- readxl::read_excel("Biz travel data.xlsx", sheet = 1, col_names = c('N', 'observed'), skip = 2)
biz_travel_observed <- (readxl::read_excel("Biz travel data.xlsx") %>% names())[2] %>% as.integer()
```

Table 1: Business Travel Data for 464 People

N	observed
0	83
1	44
2	47
3	53
4	55
5	54
6	41
7	30
8	21
9	14
10+	22