
Weekday Underaged Drinkers

— Kass Doran —

Who is this presentation for?

Company that works with young adults with problematic alcohol consumptions

Stakeholders are looking at what ads to produce to decrease underaged drinking



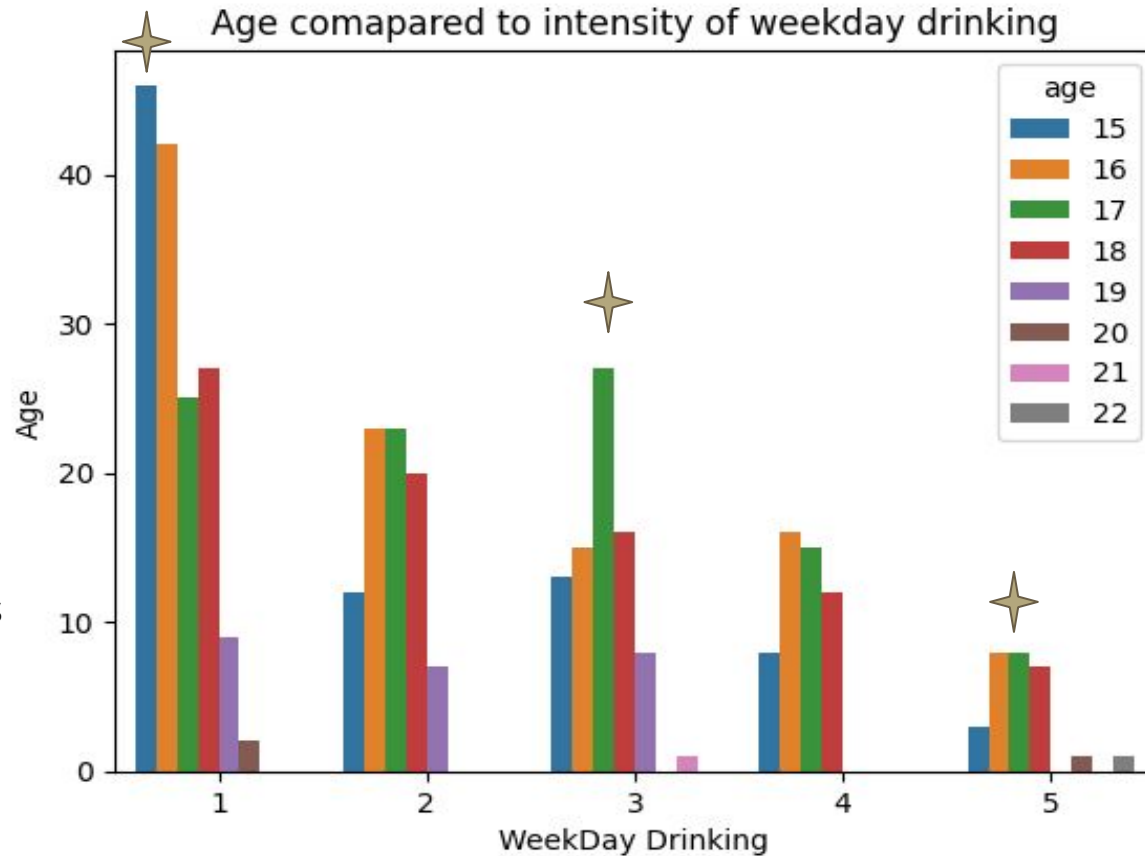
What does the survey look like?

- 334 participants and 33 questions
- Demographic
- Educational information
- Information about their parents
 - Education
 - Professional Carrier



Age

- 15 and 16 yr weekday drinking least
- 17 year olds drinking moderately
- Some 16 year olds drinking excessively during the week



Going Out Vs Week Day Drinking

Going out with friends (numeric: from 1 - very low to 5 - very high)

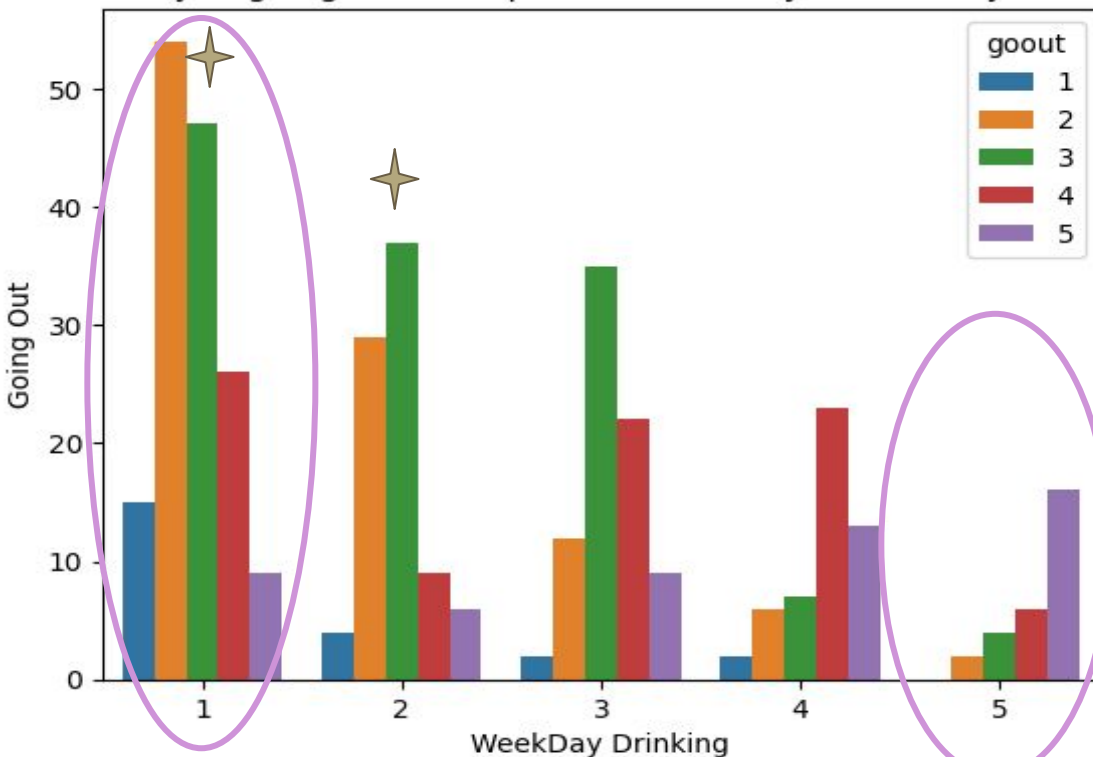
Most kids rarely go

Those that go out moderately,
also drink moderately

Those who go out the most
partake most in week day drinking

There is a large amount of kids who
are “middle of the road”

Intensity of going out compared to intensity of weekday drinking



Model

The model that would be best used for this data set would be the Regression Tree with PCA as it has the highest testing accuracy

Training accuracy: 0.6959459459459459

Testing accuracy: 0.7777777777777778

What happens the other 33% of the time?

Those that don't drink, but labeled drinkers

- They will be targeted for ads that are unnecessary but not harmful

Those that drink, but not labeled.

- ***They will not see the ads, however peer influence may still be helpful***

Recommendation

Narrow down the amount of features

- Help with accurate predictions of risk factors

Lessen the variety of numerical choices

- May help increase correlations

