#question 1

```
model1<-glm(purchase~test,data=Star_Digital, family=binomial)
summary(model1)
```

#question2:

```
Star_Digital$imp_1<-imp_1*test
Star_Digital$imp_2<-imp_2*test
Star_Digital$imp_3<-imp_3*test
Star_Digital$imp_4<-imp_4*test
Star_Digital$imp_5<-imp_5*test
Star_Digital$imp_6<-imp_6*test
Star_Digital$rowsums6 <- add the above new variables within each row
```

Rowsums now stores frequency of targeted adverts….is frequency important?

```
Model 2 <- glm(purchase ~ rowsums6, data= Star_Digital,family=binomial)
summary(model 2)

model_2_individual <- glm(purchase ~
imp_1+imp_2+imp_3+imp_4+imp_5+imp_6, data=
Star_Digital,family=binomial)

summary(model_2_individual )
```

#question 3

model3<- glm(purchase ~ imp_6, data = Star_Digital, family=binomial)

summary(model3)

avgsums5<- sum of (imp1 ...imp5) for each row/ no of sites

model4<- glm(purchase ~ avgsums5, data = Star_Digital, family=binomial)

summary(model4)