**Statistical Modeling for regression**

Objective: To find out level of influence of the customers based on which the prioritization of complaints will be made.

**Variables:**

Below variable are taken for analyzing social profile of the customers

* Age
* Sex
* Profession
* Level of position
* Location
* Urban/ Rural
* Education
* Level of influence

**Hypothesis-1**

Both the male and female between age 14 -24 are seen using multiple sim cards that shows their dependency on various operators. Complaints of such customers can be treated with moderate attention. At the same time complaints received from the age group 35 to above need priority to resolve. For Age group 14-24 put value 1, and for age group 25 to 35 put value 2 and for the age group 35 to above put value 3

**Hypothesis-2**

For man put value 0 and for woman put value 1.

**Hypothesis -3**

Profession of the customers is an important issue. If the person is a businessman, or holding a managerial role position, his/her complaints need to be solved faster than the complaint of a housewife or a student. At the same time the socially influential person’s complaint is needed to be solved with prompt response. For housewife or those who are not involved in income generating activities put value 0, for beginner put value 1, mid-level professional put value 2 and for decision making, managerial, chief executive, businessman ( established) put value 3.

**Hypothesis -4**

Location of the customers should be taken under consideration. If there are 2 complaints received from both urban and rural area the complaint received from urban need to be prioritized. For urban put the value 1 and for rural put value 0.

**Hypothesis -5**

Social status of the customer is needed for consideration. People who have social influence can be considered as average, and those who have business influence are good and both social and business influence will be considered as excellent. For Social influence put value 1 and for business influence put value 2 and for social and business influence put value 3.

**Hypothesis 6**

For minimum level of education put value 1, for medium level of education put value 2, for higher level of education put value 3.

**Assumptions:**

1. Whether profession of Woman have impact on the level of influence or priority.
2. Whether profession of a man have relation with the level of influence or priority.
3. Whether the level of profession have relation with the level of influence of the customers based on which their priority will be made.
4. Whether the age group of the customers have relation with the level of influence of the customers.
5. Whether educational qualifications of the customers have relation with the level of influence of the customers.
6. Whether the location of customers have influence on level of influence of the customer.
7. Whether there is relation between level of influence of customer and their profession, level of profession, educational qualifications, location and age!

**Question:**

Based on above assumptions answer of the following questions need to make:

1. Which age group of people is lodging complaints most? What will be the priority group?
2. Among them what are the ratio of man and woman?
3. Should profession/level of profession of a customer need to take under consideration?
4. Should social and business influence of customer need to take under consideration to prioritize the customers complaints? Is there any business opportunity that can be made?
5. Which location of customers need to be prioritized for complaints solving?
6. Do all the factors directly or indirectly have influence on prioritization a complaint? Which variable has more influence in such?