Week 3 Application Assignment

Quiz, 13 questions

✓ Congratulations! You passed!

Next Item



1/1 point

1

Let's reconsider the customer reward program dataset. In this exercise, you will complete a predictive modeling task where the target variable is binary. Using the following data file for this exercise:

crp_cleandata.xlsx

The dataset also contains a column IndustryType, which is created based on the column Industry in the raw data. Note that Industry has many categories. The analyst who prepared the data chose to combine some categories, which resulted in the column IndustryType. IndustryType has five categories: Department, Discount, Grocery, Restaurants, Specialty. You can create a set of dummy variables based on IndustryType in XLMiner by using the Transform functions.

Part I.

Consider logistic regression models with Reward column as the target variable. Fit the model with two indicator variables, one indicating whether a retailer is a discount store (i.e., IndustryType is Discount), and the other indicating whether a retailer is a grocery store (i.e., IndustryType is Grocery). Report the coefficient estimates in the next three questions. [Hint: After you create the dummy variables, use them as Selected Variables (instead of Categorical Variables) in the first step of Logistic Regression.]

What is the estimated intercept coefficient?

0.5108

Correct Response



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vnat is		ted coefficien	t for Industry I	ype_Grocery	(round the ans	wer to four ded	cimai piaces
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Corre	ect Response						

5.

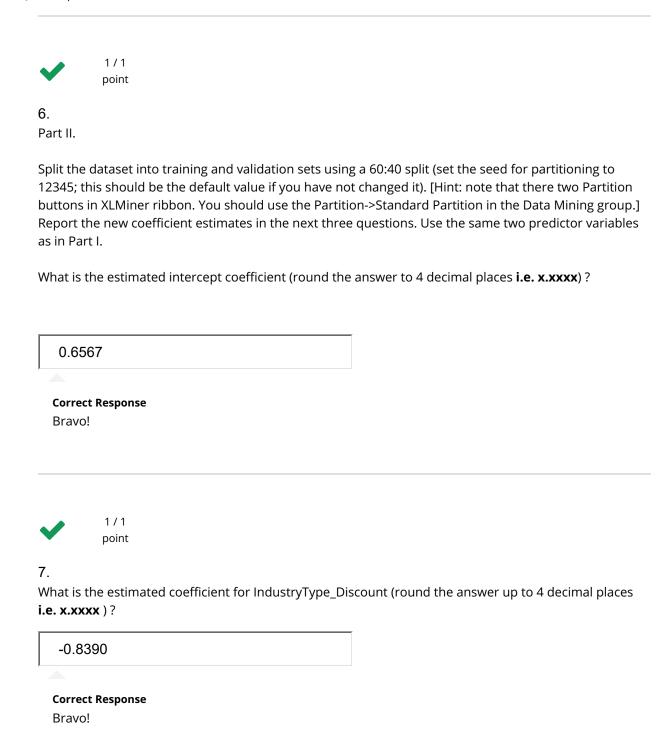
21

What is the number of true negatives? (Specify a whole number.)

Correct Response

Weeky!Application Assignment

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8.

What is the estimated coefficient for IndustryType_Grocery (round the answer to 4 decimal places i.e. Week 3 Application Assignment

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11

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What is the number of true negatives on the validation data? (Specify a whole number.)

10 Week 3 Application Assignment

Quiz, 16 ornesti Response

Bravo!



1/1 point

12.

(Part 3) By default, XLMiner uses the cutoff threshold 0.5. Repeat Part II with a cutoff threshold 0.3. What are the numbers of true positives and true negatives on the validation data?

Report the number of true positives:

20

Correct Response

Bravo!



1/1 point

13.

Report the number of true negatives:

0

Correct Response

Bravo!



Week 3 Application Assignment

Quiz, 13 questions