1. 社交网站的手机截图

   描述已自动生成Define PVA97NK as a data source in SAS Enterprise Miner. Use the Advanced Metadata Advisor options to customize the following:

Change the Class Levels Count Threshold from 20 to 2.

社交网站的手机截图

描述已自动生成社交网站的手机截图

描述已自动生成Change the Reject Levels Count Threshold from 20 to 100.

电脑屏幕截图

描述已自动生成 Reject the variable TargetD.

1. 社交网站的手机截图

   描述已自动生成社交网站的手机截图

   描述已自动生成Create a new diagram and transform the R, F, and M variables as described previously to create five bins of each variable. Concatenate them to create an RFM variable.

社交网站的手机截图

描述已自动生成

图片包含 游戏机, 截图

描述已自动生成

电脑屏幕的截图

描述已自动生成3.Explore the data and perform graphical RFM analysis using a grouped pie chart and a stacked bar chart.

手机屏幕截图

描述已自动生成

图片包含 游戏机, 截图, 画

描述已自动生成

图片包含 游戏机, 卡车, 电脑

描述已自动生成

4.Each promotional mailing (request for a gift) costs $1.50, and the average donation is about $15. What is the break-even response rate for this promotion? Do any RFM cells exceed this response rate? Remember to account for the fact that in the population, 95% of mailings are not responded to, while this sample is oversampled to 50% responders and 50% non-responders.

10% // No

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