Important References:

[1]Folium: https://python-visualization.github.io/folium/quickstart.html

[2]Backward elimination: https://towardsdatascience.com/p-value-basics-with-python-code-ae5316197c52

[3]Outliers: https://medium.com/datadriveninvestor/finding-outliers-in-dataset-using-python-efc3fce6ce32

[4][5]Logistic regression: : https://christophm.github.io/interpretable-ml-book/storytime.html

[6]Random forest: https://jakevdp.github.io/PythonDataScienceHandbook/05.08-random-forests.html

[7]XGBoost: https://towardsdatascience.com/xgboost-python-example-42777d01001e

[8]Stacking ensemble: https://medium.com/datadriveninvestor/finding-outliers-in-dataset-using-python-efc3fce6ce32

[9]Interpretable Machine Learning: https://christophm.github.io/interpretable-ml-book/storytime.html

[10]Big Data ,Analytics, and the Future of Marketing and Sales by Mckinsey Chef Marketing & Sales Officer Forum.

[11]Why should I Trust You? Explaining the Predictions of Any Classifier by Marco Tulio Ribeiro

[12]LIME: https://blog.dominodatalab.com/shap-lime-python-libraries-part-1-great-explainers-pros-cons/

Other readings performed:

Estadística básica para machine learning: https://blog.findemor.es/2017/12/machine-learning-introduccion-estadistica-basica-python/

Data Science for Business by Foster Provos tan Tom Fawcett

A Survey of Methods for Explaining Black Box Models: https://dl.acm.org/doi/fullHtml/10.1145/3236009

Although the initial information included in the dataset is real, in order to present this work and to comply with current regulations, all data has been anonymized.