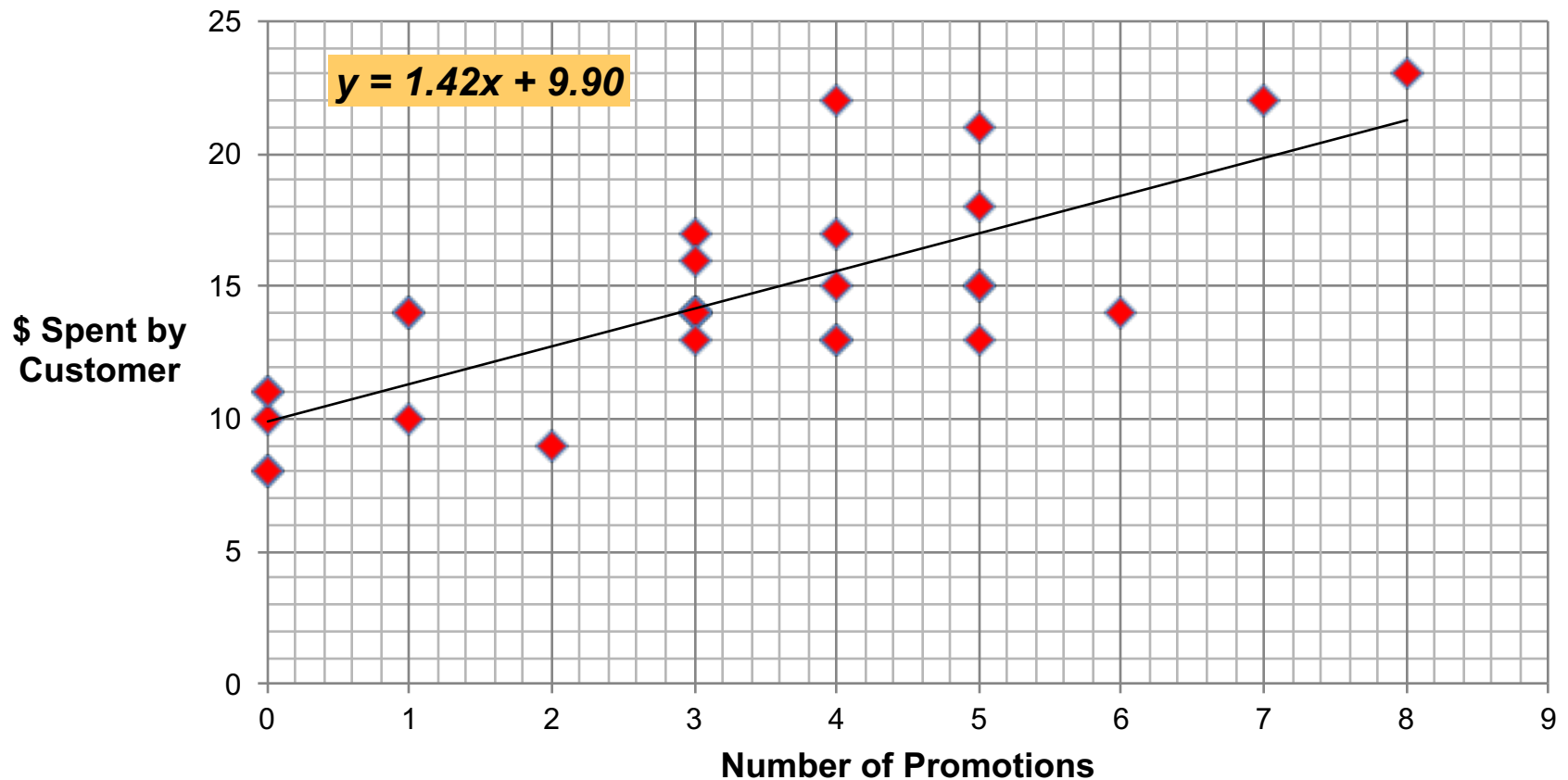


Introduction to Regression Basics

Introduction

- Regression is an important part of an analytics tool kit.
- It allows us to understand if two variables are related to each other.
- In this session we will
 - Understand how to interpret regression outputs
 - Understand confounding effects and the biases introduced by missing variables
 - Distinguish between economic and statistical significance
- At the end of this session, you will be able to make inferences about customer behavior from regressions and connect them to business decisions.

Diagnosing Market Response: Regression Analysis



Diagnosing Market Response: Regression Analysis

