

Memo Questions

- Your client wants to know:
 1. Can we build a model to cut our mailing quantities by 25% and still get most of our responses
 2. What are the variables in the model
 3. Which ones are the most impactful and how do they impact the prediction of response
 4. If I want to cut my mail quantity by a different percent, what would you suggest and what is the affect on the proportion of responses