Lab 2

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Part 1: Social Network Ad Purchase

In the first part of this lab, we will again consider the ad *purchase* data that we used in lab 1 (containing information about individuals' purchasing behavior under exposure to online ads). As in lab 1, we will build classification models to predict ad purchase (0/1) based on a set of covariates about individuals (including `Age`, `Gender` and `Salary`). In contrast to lab 1, we here focus on *non-parametric* methods.

1. Begin by importing the file "Kaggle_Social_Network_Ads.csv". Format the outcome variable Purchased as a factor variable (this is required for the subsequent analysis using the caret package). You may also delete the user_id column, as it will not be used.