

## **APANPS5200: Applied Analytics Frameworks and Methods**

### **Assignment 5**

#### **Data Description**

The outcome variable in this problem is the variable sold, which labels if an iPad listed on the eBay site was sold (equal to 1 if it did, and 0 if it did not). The independent variables consist of 9 pieces of product data available at the time the iPad listing is posted, and a unique identifier

- biddable = Whether this is an auction (biddable=1) or a sale with a fixed price (biddable=0).
- startprice = The start price (in US Dollars) for the auction (if biddable=1) or the sale price (if biddable=0).
- condition = The condition of the product (new, used, etc.)
- cellular = Whether the iPad has cellular connectivity (cellular, no cellular or unknown)
- carrier = The cellular carrier for which the iPad is equipped (AT&T, None, Sprint/T-Mobile, Unknown, Verizon)
- color = The color of the iPad.
- storage = The iPad's storage capacity (in gigabytes).
- productline = The name of the product being sold productline
- noDescription: whether there is a description (0,1)
- charCountDescription: Number of characters in the description
- upperCaseDescription: Number of upper case letters in the description
- startprice\_99end: Whether the start price has a 99 ending (0,1)
- description = The text description of the product provided by the seller. Description was used to create summary variables and then dropped from the final dataset.