Business situation: A retail company sells upscale clothing on its website and via catalogs, which helps drive customers to the website. All customers were sent a catalog mailing in early fall 2012 and purchases made by them during fall 2012 were recorded. There is one row for each customer. The targdol is the response variable, which is the purchase amount during fall 2012; targdol =0 indicates that the customer did not make a purchase. Other variables are potential predictor variables which give information about the customer as of the time of the mailing. We want to build a predictive model for responders to a similar promotion in future and how much they will buy. The purpose of the model is primarily prediction, but it is also of interest to learn which are the most important predictors. The model is also intended to choose a subset of customers to be targeted in future promotions.