Assignment 9

The data for assessing this assignment has passed, but we are now revisiting the challenges and issues that arose from the assignment.

1. Use the percentage of customers that stepped away from your company's product or service and provide Table 1.
   - a. 20%
   - b. 30%
   - c. 40%
   - d. None of the above

2. The document on Table 1 contains: 
   - a. Comparison
   - b. None of the above
   - c. None of the above
   - d. None of the above

3. Customer Lifetime Value (CLV) represents the total amount of money a customer is expected to spend in your lifetime, so on your products, during their lifetime.
   - a. True
   - b. False

4. Table 1 represents: 
   - a. Data analysis tool
   - b. Source of the data
   - c. None of the above
   - d. None of the above

5. The document is incorrect.

6. Practice ______ is a computer way to display the structure of an R object.
   - a. R
   - b. R
   - c. None of the above

7. Logical expression is matched used for Regression
   - a. True
   - b. False

8. Which of the following methods do we use to fit the data in Logistic Regression?
   - a. Least Square Curve
   - b. Maximum Likelihood
   - c. Sigmoid function
   - d. All of the above

9. The document is incorrect.

10. Practice ______ is used with R to see a pretuned linear model.
    - a. R
    - b. R
    - c. None of the above
    - d. None of the above

11. ROC curve are commonly used to characterize the accuracy to predict whether the response given.
    - a. True
    - b. False

12. Table 1 represents:
    - a. Document
    - b. Document
    - c. None of the above
    - d. None of the above

13. Which of the following is not related to accuracy & better recall?
    - a. Accuracy increase
    - b. False positive
    - c. False negative
    - d. All of the above

14. We present value (NPV) is the difference between the present value of each outflow and the present value of each inflow over a period of time.
    - a. True
    - b. False