Multiple Linear Regression



1. Explain pull marketing strategy?

2.Give some examples of companies that use this as their main marketing strategy.

3. Explain push marketing.

4. What is a csv file?

5. What code prints 57,4 in our models?

6. What is the mean?

7. Mean for number of calls? \_\_\_\_\_

 Mean for items pitched? \_\_\_\_

 Mean for sales? \_\_\_\_\_\_\_

8. What info does print(df.describe) give?

9. What is standard deviation?

10. What does a low standard deviation indicate?

11. What does a high standard deviation mean?

12. What is the median?

13. What is the median value for # calls? \_\_\_\_, items pitched? \_\_\_\_ sales? \_\_\_\_\_

14. What does predictSales = regr.predict([2,8]]) produce?

15. What is the coefficient tell you?

16. In our first mode, who do you get when you look for 3 calls and 12 items pitched?

17. In our first model, salesCalls.ipynb, is it better to have your salesforce make more calls or pitch more items each call?

18. If you increase number of calls by one, how much is the sales income?

19. If you increase items purchased, what would your expected income be?

20. How did you find under-performing salespersons?

21. How can you set a quota for these?

22. HeadquarterSales.ipynb. what is the training set?

23. What is the test set?

24. What does print(dataset.tail()) do?

25. What results did the headquarterSales model show?

26. What hypothesis was used in the third model?

27. What is the most influential independent variable?

28. Do the results change your idea of hiring requirements?