## Statement of Participation

iversity hereby certifies that **Ralph Greschner** has participated in the following course:

## **Predictive Analytics in Commerce**

Taught from March 2016 to February 2018 by Steven Kraal and Adrienne Goedhart.

This course offered insight in predictive modelling and its applications in commerce. It enabled to identify situations in which predictive modelling can add value by better meeting customer needs, smarter allocation of marketing budgets and improving the financial performance. The participant learned how to apply analytics in practice, resp. the strategy of Cross-Selling to the right customer, how to provide the next best offer, prevent customers to leave and finally built a more data-driven culture within his or her organisation. The course offered practical exercises and explanations on the software environment for statistical computing and graphics R.

The participant also learned when to use the following modelling techniques and understand their pros and cons:

- Logistic regression
- Decision tree
- Random forest

## **About VODW**

With its imaginative power and realisation strength, VODW is the booster of digital transformation and customer centric innovation for large corporates. For us, creating real added value for the consumer is always the starting point, and the ultimate goal.



iversity.org is a higher education online platform, enabling a global community of learners to study with excellent professors from all over the world. This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree, grade or credit. The course did not verify the identity of the student.