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.