

## SOLUTIONS

1. A, D, F
2. 1) C, 2) A, 3) B, 4) E
3. D
4. A (but D is also acceptable as months are not ordered properly)
5. Recency, frequency, and monetary value
6. C (Considering higher the value the more it points to the value, since the customer bought recently, and other two are not so high).
7. C
8. It is straightforward to calculate this.
9. Use recall and precision formula.
10. (Note a typo, should be vs. H1) A
11. B, C, D
12. Follow the equation in the Question 11. Now put X1, X2, X3, X4 with the values provided in Question 12.
13. C
14. A, B, D
15. A