



THE UNIVERSITY OF  
**CHICAGO**

Department of Statistics  
**MASTER'S THESIS PRESENTATION**

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**YUNXIA CHEN**

Department of Statistics  
The University of Chicago

**A New Enrollment Model for Credit Card Acquisition  
Campaign**

**TUESDAY, April 30, 2013 at 2:00 PM**  
110 Eckhart Hall, 5734 S. University Avenue

**ABSTRACT**

Nowadays the competition among credit card companies has become intense. A new enrollment model is developed for a credit card company to boost their acquisition marketing performance by better targeting prospective customers. Multi-stage logistic regressions are used to develop the model. Stepwise selection method and LASSO method are used for the variable selection process.

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