



THE UNIVERSITY OF
CHICAGO

Department of Statistics

MASTER'S THESIS PRESENTATION

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

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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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