After you run a campaign and get back purchase decisions, you'd like to figure the probability of a customer from your database ordering based upon four continuous variables. Which of the following techniques will you use?

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| **A. Correlation** |  |
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| **D. Multiple Linear Regression** |  |

Working with categorical data requires some special handling techniques, of which we've used a few. Which of the following techniques are valid when used correctly with categorical data?

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| **B. Linear Regression** |  |
| **C. Chi-Squared** |  |
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Bootstrapping is

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| **B. A method of repeatedly selecting random samples from too small a sample set for verification to find significant variables to build a model** |  |
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| **D. A method of estimating sample size when sample size is too small for analysis verification** |  |