Each team is expected to submit one copy of their project report, code, and data.

(1) The report should be a pdf file.

(2) Include your team team, team member and UID , the role of each team member in the first page of the report.

(3) The report should be include sections 1) Introduction (show the background, motivation, challenge, contribution) 2)related work 3)notation and problem statement 4)your proposed model 5)Experiments (Include at least one competitors) 6) Conclusion. (7) **Detailed** description how to run your code.

(4) Code

(5) Data: If you can demonstrate the performance of the model using part of the entire data, you can just use part of data. CCLE only allow submissions under 100 MB. If you want to submit the entire data, you may want to submit the entire data in person by appointment.

(6) Make sure the code is run-able under linux or windows. Make it clear. What is the operating system, What is the software to run your code.

(7) We will strictly follow the descriptions in your report to run your code. Do not hardcode anything (for example, path). Write your descriptions as detailed as possible.

(8) No late submissions or drafts will be accepted

Project Report

Team Name: Observer

Team Member:

1) XIANG ZHONG 204412666

2) Yang Pei 304434922

3) Hongbo Zhao 604426609

4) Qianwen Zhang 004401414

5) Jing Zhao 404426610

6) Zhe Sun 604435430

Role of each member:

Sun Zhe:

Doing surveys about the algorithms and features and Exploitinghow to use those state of the art algorithms/packages/modular

Xiang Zhong:

Data Preprocessing and figure out how to select good figures

Yang Pei and Hongbo Zhao:

Implementing the algorithms, and do evaluation of different algorithms.

Qianwen Zhang and Jing Zhao:

Writing reports and prepare the presentations.

1. Introduction:

Background and Motivation:

In online advertising, click-through rate (CTR) is a very important metric for evaluating ad performance. The meaning of the click rate of advertising is to measure basically how much people have clicked the advertisements during a certain period. Obviously, more click means more money return for the advertisers. Therefore, as a result, click prediction systems are essential and widely used for sponsored search and real-time bidding. With a known click rate, the advertisers can try to adjust their advertisement in a more proper way.

1. Related Work:
2. Notation and Problem Statement
3. Proposed Model

4.1 Decision Tree

4.2 Naïve Bayesian Method

4.3 Logistic Regression

1. Experiments

5.2) Data Attribute Selection

1. Conclusion

6.1) Summary

6.2) Future Work

1. Details on how to run the demo code