TRAINING DATASET QUALITY:

I trained RECURSIVE FEATURE ELIMINATION on the training data and got the ten most important features but I had to drop a few of them like 'open time', 'clicked', and 'unsubscribed' because these features were not available in testing data. So there was no point in collecting these features for training data.

DATA PREPROCESSING STEPS:

1- Filling Missing Values
2- Removing Outliers
3- Encoding Categorical Features
4- Separate the Label Column
5- Scaling Numerical Features
6- Splitting the data into training and validation sets.

MODEL SELECTION:

1- Took less time to execute
2- Works better on classification and more accuracy