

Appendix: Data Visualizations

This appendix contains all saved visualizations generated from the Ad Click Prediction dataset. Each figure corresponds to insights explained in the main report.

Figure 1

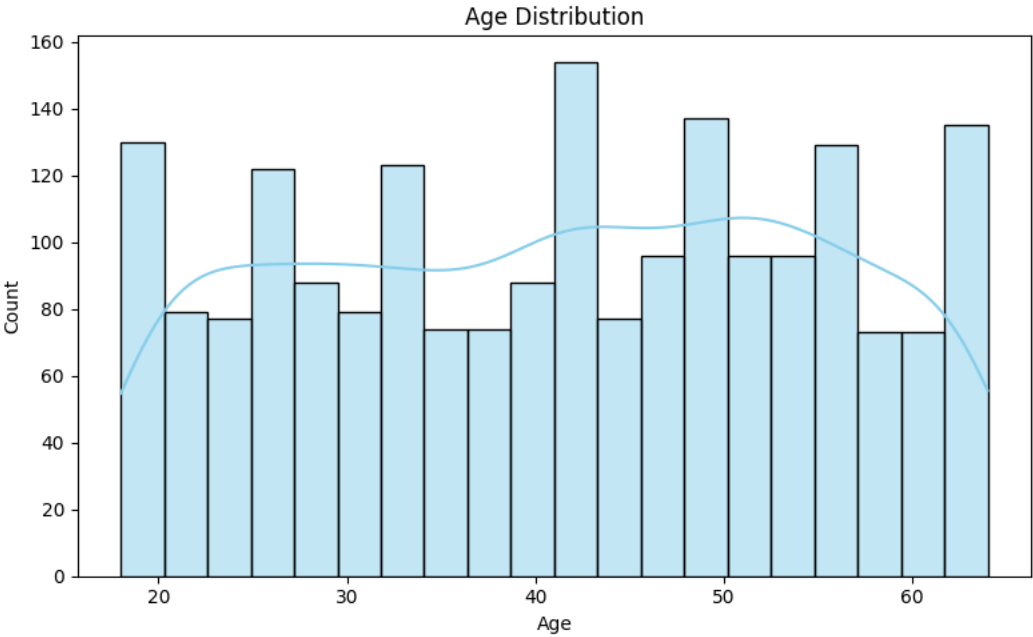


Figure 2

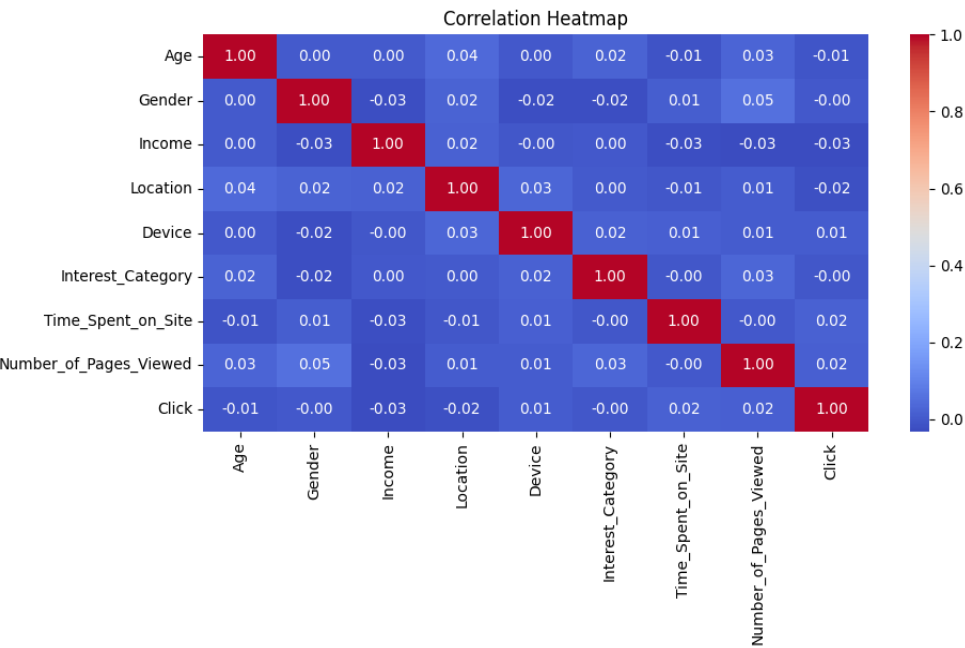


Figure 3

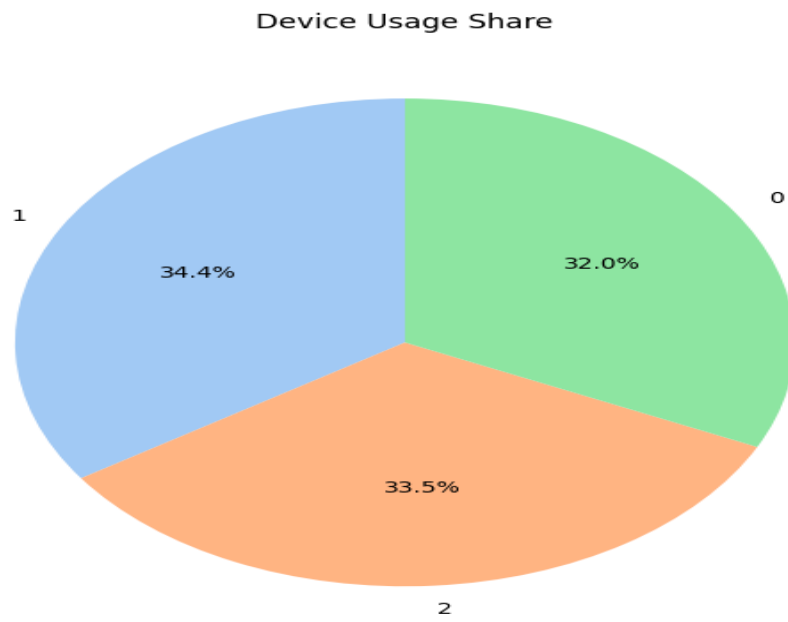


Figure 4

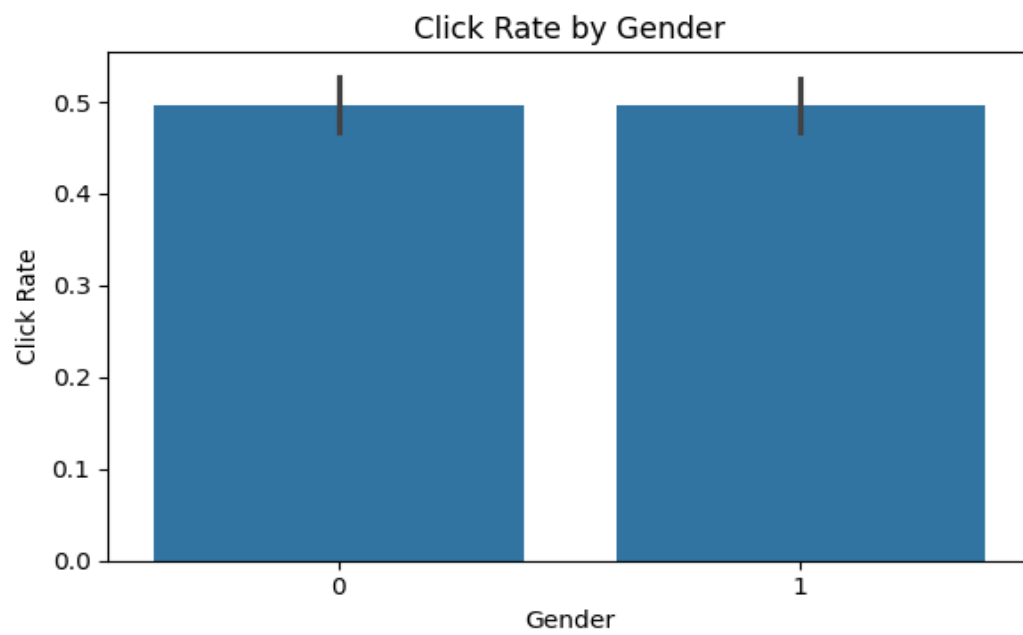


Figure 5

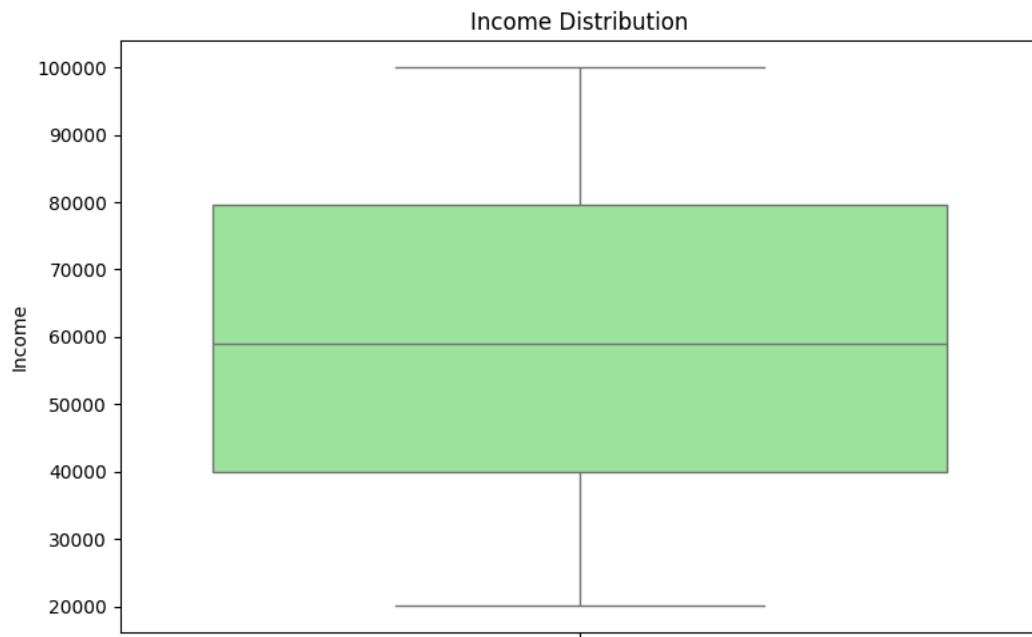


Figure 6

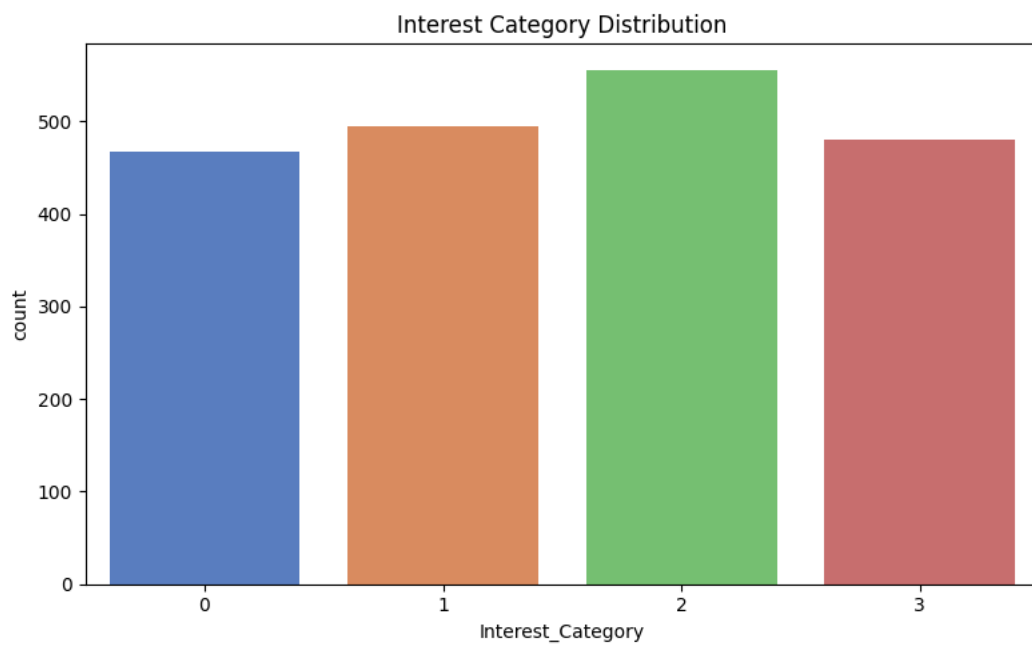


Figure 7

Time Spent vs Pages Viewed by Click

