Density Plots of each Numeric Variable After applying natural logarithmic transformation ad\_area ad\_ratio срс 20.0 0.2 0.4 15.0 0.2 0.3 10.0 0.1 0.2 5.0 0.0 0.1 0.0 0.0 0.0 -5 0 -5 0 5 0 -2 day impression ctr 0.2 0.2 8.0 0.2 0.2 0.5 0.1 0.1 0.2 0.0 0.0 0.0 0.0 0.0 0.0 3 -7.5 -5.0 -2.5 0 2 5 10 15 price1 price2 price3 0.6 0.4 0.3 0.3 0.4 0.2 0.2 0.2 0.1 0.1 0.0 0.0 0.0 Density -2.5 0.0 2.5 -5.0 -2.5 0.0 2.5 -5.0 -2.5 0.0 2.5 ratio1 ratio2 ratio3 12.0 3.0 9.0 1.0 2.0 6.0 0.5 1.0 3.0 0.0 0.0 0.0 -8 -6 -4 -2 0 -7.5 -5.0 -2.5 0.0 -7.5 -5.0 -2.5 0.0 requests ratio4 ratio5 0.2 1.0 0.4 0.1 0.5 0.2 0.0 0.0 0.0 0.0 -2 -2 0 8 -8 -6 -4 0 -6 -4 4 12 16 viewability 1.2 0.3 0.9 0.2 0.6 0.1 0.3 0.0 0.0 0 -5.0 -2.5 0.0 -5 -7.5 In of Variable