**Advertisement Popularity**

**Problem:** In this project we will be working with a fake advertising data set, indicating whether or not a particular internet user clicked on an Advertisement on a company website. We will try to create a model that will predict whether or not they will click on an ad based off the features of that user.

**Data Set: :** This data set contains the following features:

\* 'Daily Time Spent on Site': consumer time on site in minutes

\* 'Age': customer age in years

\* 'Area Income': Avg. Income of geographical area of consumer

\* 'Daily Internet Usage': Avg. minutes a day consumer is on the internet

\* 'Ad Topic Line': Headline of the advertisement

\* 'City': City of consumer

\* 'Male': Whether or not consumer was male

\* 'Country': Country of consumer

\* 'Timestamp': Time at which consumer clicked on Ad or closed window

\* 'Clicked on Ad': 0 or 1 indicated clicking on Ad

**Language:** Python 3.6

**Frameworks:** numpy, pandas, matplotlib, Seaborn