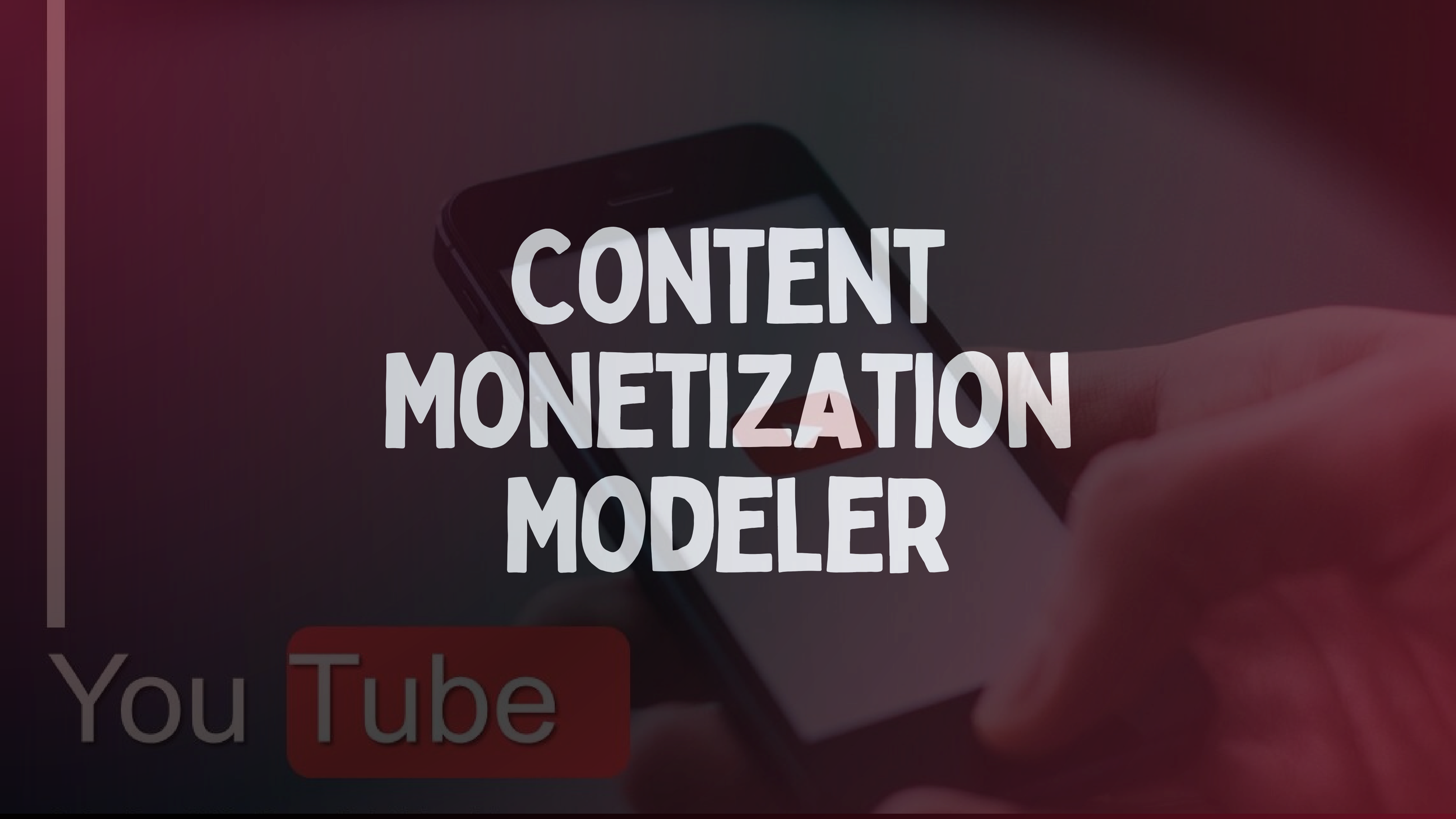
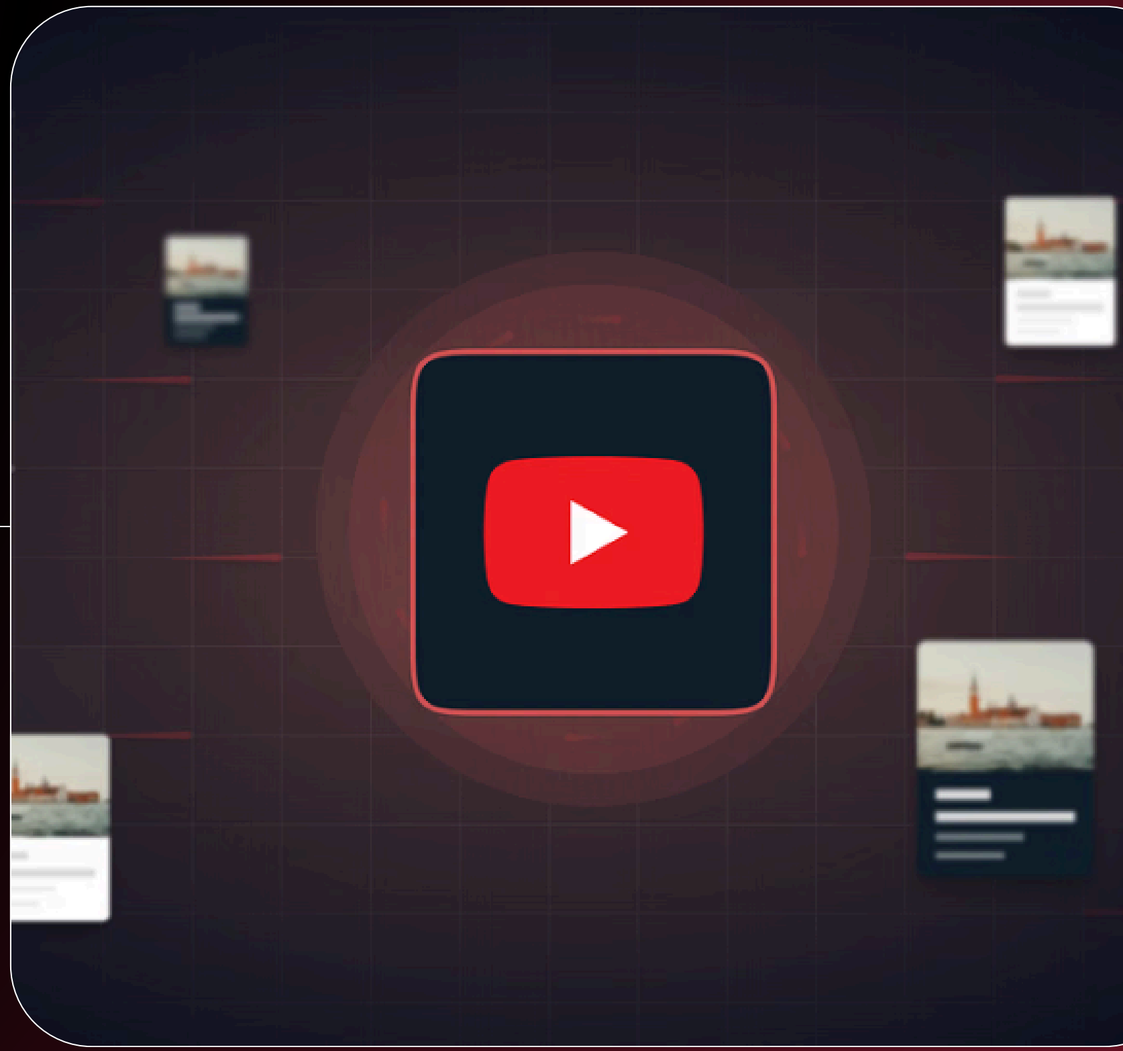
CONTENT MONETIZATION MODELER



Problem Statement

- Importance of predicting ad revenue
- Business use cases (strategy, forecasting, ads planning



Approach

We clean and preprocess the dataset, perform EDA and feature engineering, then build regression models.
Finally, we evaluate the best model and deploy it in a Streamlit app

1. DATA CLEANING & PREPROCESSING
2. FEATURE ENGINEERING
3. 5 REGRESSION MODELS
4. MODEL EVALUATION
5. STREAMLIT APP

EDA Highlights

- Correlation heatmap
- Outlier detection
- Trends in engagement vs revenue

Regression Models

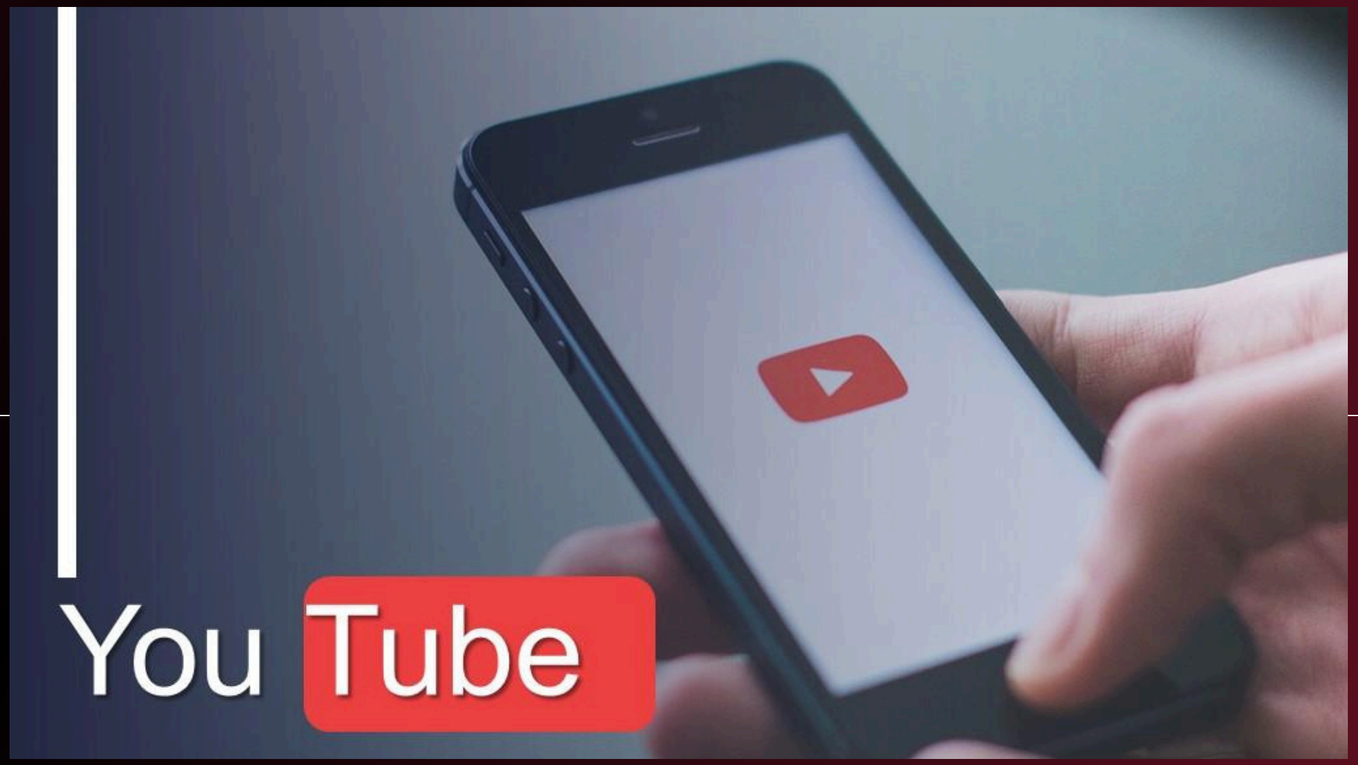
- **Linear Regression** – Fits a straight-line relationship between features and target.
- **Ridge Regression** – Linear regression with L2 regularization to reduce overfitting.
- **Lasso Regression** – Linear regression with L1 regularization for feature selection.
- **Random Forest** – Ensemble of decision trees that improves accuracy and reduces variance.
- **XGBoost** – Gradient boosting algorithm optimized for speed and performance.

Streamlit App

- Input → Predict revenue

- Visual analytics

- Insights dashboard



Results & Insights

- Key drivers of ad revenue
- Model performance summary

Business Impact

- Helps creators & advertisers plan better
- Scalable to real-world analytics


Thank You