# Problem Statement:

You have been hired as a consultant to a start-up that is running a targeted marketing ad on Facebook. The company wants to analyze customer behavior by predicting which customer clicks on the advertisement. Customer data is as follows:

# Inputs:

Name

e-mail

Country

Time on Facebook

Estimated Salary (derived from other parameters)

# Outputs:

Click (1: customer clicked on Ad, 0: Customer did not click on the Ad)

# Methods used:

* This project uses logistic regression for unsupervised learning in machine learning. Logistic regression is used when the output is 1 or 0, win or lose, healthy or sick etc. The libraries used are NumPy, matplotlib.pyplot, pandas, scikit-learn, seaborn.
* Different visualization techniques are utilized to display the data. The results are visualized by using confusion matrix from scikit-learn.metrics. A classification report is used to see the accuracy and different other parameters.
* All the steps are clearly defined in the project code file i.e. (Logistic Regression - Predict Customer clicks on FB ads - Hassan).
* Higher accuracy is achieved in the results and it can be further improved by using different test size in the data splitting. Also, if the country column is used, it might improve the results.