**Company:**

LOL, inc



The LOL Inc data science team has created predictive models to identify individuals for targeted advertising. This will help our clients increase ad click throughs and maximize profits.

**Data Set:**

2014 Current Population Survey

* Integrated Public Use Microdata Series (IPUMS)

139,415 Respondents/Rows

* 92,000 with valid income data.

25 Features:

* household id of person
* unique person id
* person\_weight
* relationship
* age - continuous
* gender
* marital\_status
* origin
* employment\_status
* work\_class: Armed forces, Federal government, Local government, NIU, self-employed, unpaid family worker, salary/private
* weeks\_worked
* hours\_worked
* work\_type
* income
* state
* race
* occupation
* level of education completed
* met\_name:
* industry\_name
* country

We are analyzing the dataset to get a more complete demographic profile of people in our respective projects.

**Presentation Topics:**

Erik: Dating website wants to predict income of their users to target ads to them.

Kevin: Real Estate Mogul that wants to target ads to home owners and renters

* Show renters similar apartments in the region
* Show home owners refinancing ads

Bridget: Global Vice President of Educational Analytics

I am classifying people by level of education to try to filter ads for educational opportunities based on their current level.

Alex: Classifying Business & Leisure travelers

* http://www.ustravel.org/news/press-kit/travel-facts-and-statistics
* http://www.frequentflier.com/demographics.htm

Gabe: Predicting occupations, based on various demographic characteristics, then either looking at retraining or focusing ad campaigns on different workplaces