

Change point detection in mobile advertising

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2018

- Change point detection
 - What is change point detection
 - Real world examples of change point detection
 - Reasons to detect change points
- Change point detection techniques
- Airpush cases
 - Fraud elimination
 - Trend extraction
 - Smart alerts

- Change point — point in time series where some significant change occurred
- Change point detection — group of methods to find change points in time series

- Trend change
- Mean change
- Variance change
- Single point change
- Period change

