LEVERAGING AWS FOR CLICK PREDICTION ON BIG DATA

Why Click Prediction?

Delivers More Relevant Ads Which:

- Optimizes ad space for hosting sites
- Generates more clicks for advertisers
- Improves Experience For Users

Why AWS ?

- Durable and secure technology platform
- Uncomplicated to begin with
- Cost-effective on managing global infrastructure at scale
- High-Performance Computing (HPC) Clusters
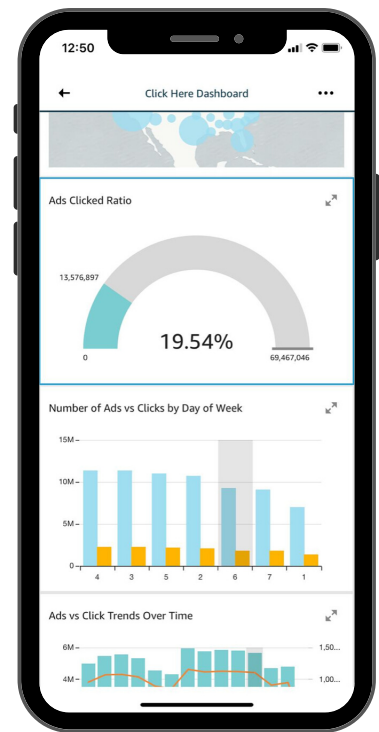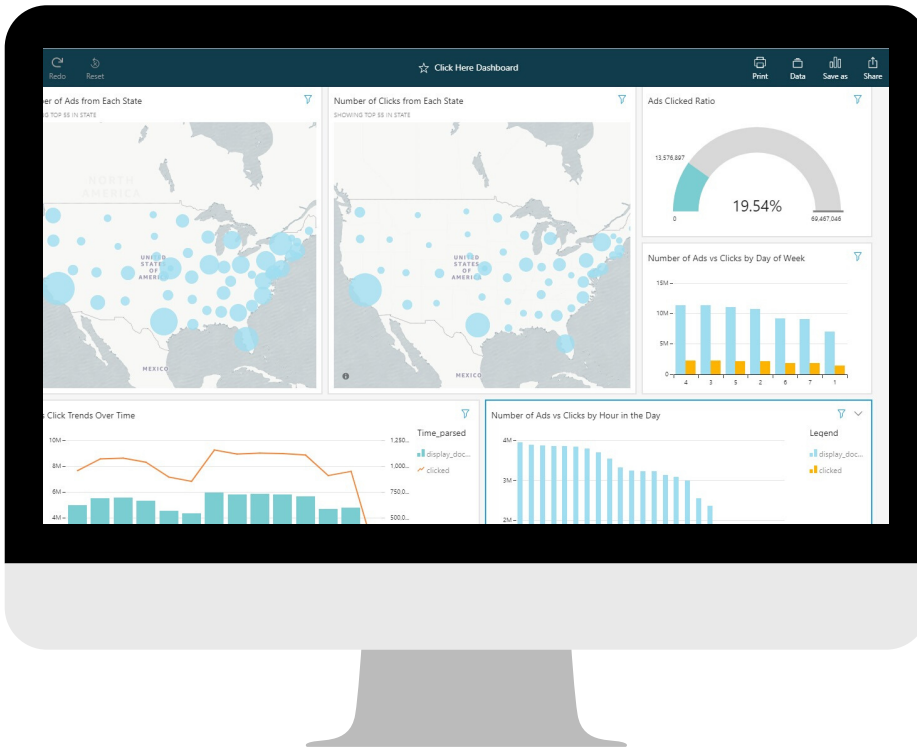
Process Roadmap

- Store 100+GB data on **S3**
- Pre-process 9 large relational datasets in SQL on **Athena**
- Modeling in PySpark on **SageMaker**
- Visualization dashboard on **QuickSight**

GitHub Repository
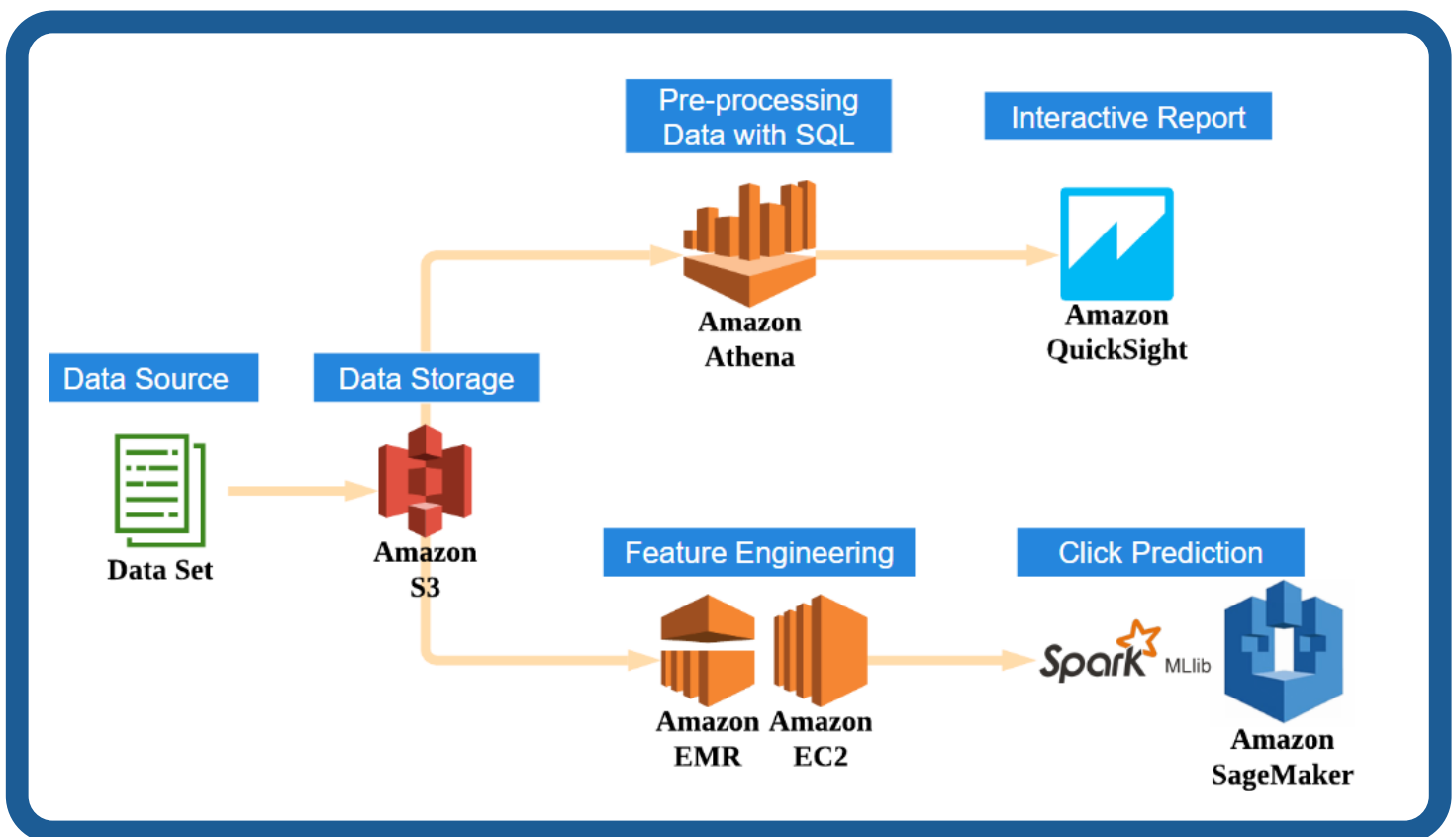
Team 5

Using QuickSight for data visualizations on web and mobile

BUSINESS USE CASES

hulu

Hulu leveraged AWS to launch its new, over-the-top (OTT) live TV service. Hulu turned to AWS for a scalable, agile, and cost effective infrastructure to support the addition of more than 50 live channels

RYANAIR

Using Amazon SageMaker, Ryanair built a chatbot that improves its customer support experience and helps customers find answers to their questions quickly and easily

airbnb

Airbnb uses over 200 EC2 instances for its applications, memcache, and search servers. AirBnB also uses EMR to process and analyze 50 GB of data daily.

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