SYSTEM_CONFIG_V4.0

SYSTEM SETTINGS

EXPORT_CONFIG

COMMIT_CHANGES

PARAMETERS
SEC_ID_MODEL

DATA FLOW
SEC_ID_DATA

STRATEGY
SEC_ID_OPTIMIZATION

CONTEXT_ANALYSIS

ADJUST THE FUNDAMENTAL BAYESIAN PRIORS AND DECAY CONSTANTS FOR THE ATTRIBUTION ENGINE.

TION

PURGE_TO_DEFAULTS

ADSTOCK DECAY

0.70

PROP::ADSTOCKDECAY

HILL ALPHA

0.50

PROP::HILLALPHA

HILL GAMMA

0.50

PROP::HILLGAMMA

CONFIGURATION LOGIC AND BAYESIAN STABILITY

TUNING THE ATTRIBUTION KERNEL