

Predict Clicked Ads Customer Classification by using Machine Learning



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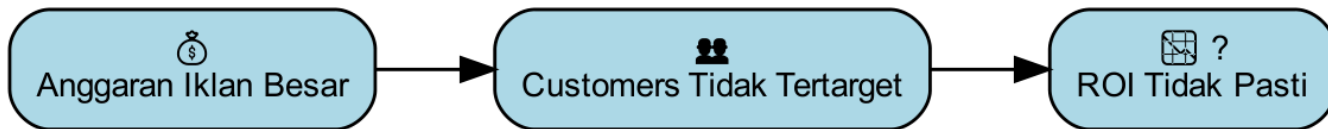
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Fresh graduate in Informatics Engineering with strong foundation in data analytics, machine learning, and business problem-solving. Experienced in data processing, predictive modeling, and dashboard development using Python, SQL, Excel, and Tableau.

“Sebuah perusahaan di Indonesia ingin mengetahui efektifitas sebuah iklan yang mereka tayangkan, hal ini penting bagi perusahaan agar dapat mengetahui seberapa besar ketercapainnya iklan yang dipasarkan sehingga dapat menarik customers untuk melihat iklan.

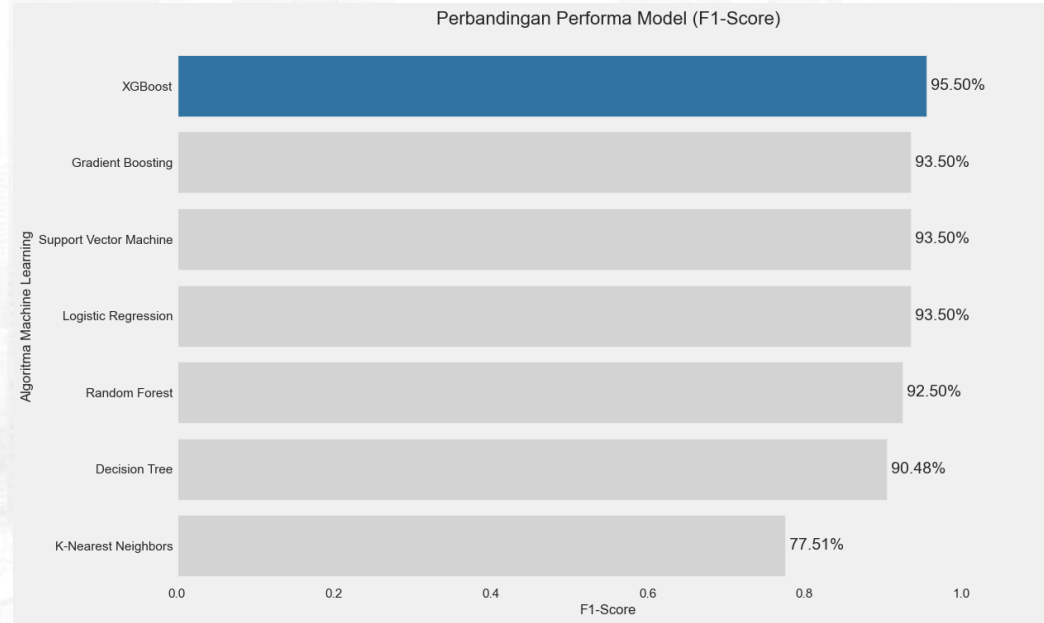
Dengan mengolah data historical advertisement serta menemukan insight serta pola yang terjadi, maka dapat membantu perusahaan dalam menentukan target marketing, fokus case ini adalah membuat model machine learning classification yang berfungsi menentukan target customers yang tepat ”

The Challenge & The Goal

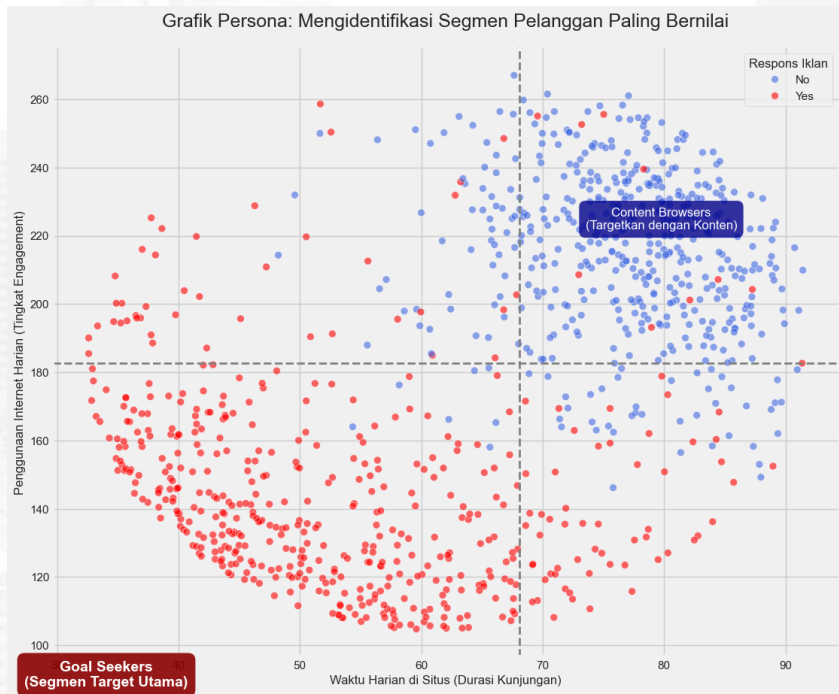


- **Challenge:** High ad spend with uncertain results. We were showing ads to everyone, without knowing who was listening.
- **Goal:** Solve the business problem: "How can we build an accurate predictive model to identify the most potential user segments, thereby increasing our CTR from the industry benchmark to a higher level by targeting ads efficiently?".
- **Success Metric:** Increasing Marketing Profitability.

- After comparing 7 algorithms, **XGBoost** proved to be the most accurate in predicting customers.



The Game-Changing Insight: Finding the "Goal Seekers"



The model revealed that our best customers are those with:

- **Low Daily Internet Usage**
- **Low Time Spent on Our Site**
- **We are targeting efficient users who come with a purpose, click, and leave.**

The Financial Case: Spend Less, Earn More

Model ML Meningkatkan Laba 40% Sambil Menekan Biaya 45%



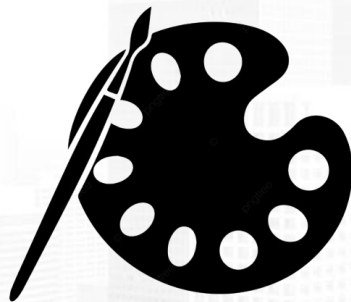
**Net Profit Increases:
+Rp 600 Thousand**

**Advertising Costs
Decrease:
-Rp 450 Thousand**



TARGET

Focus ad spend on the
“Goal Seekers” segment



ADAPT

Create direct, fast-paced
ad content for this
audience



ANALYZE

Start planning for a
“Conversion Prediction”
model as Phase 2

The background of the slide is a composite image. On the left, there is a vertical strip showing a close-up, low-angle view of a modern skyscraper with a glass facade, reflecting the sky. The rest of the background is a faded, wide-angle aerial view of a city skyline with numerous skyscrapers.

Terima Kasih!