**Project name: End-To-End CTR Prediction Project**

**Problem: Click-Through Rate Prediction (Predict whether a mobile ad will be clicked)**

**Description: In online advertising, click-through rate (CTR) is a very important metric for evaluating ad performance. As a result, click prediction systems are essential and widely used for sponsored search and real-time bidding.**

**For this competition, we have provided 11 days worth of Avazu data to build and test prediction models. Can you find a strategy that beats standard classification algorithms? The winning models from this competition will be released under an open-source license.**

**Data source: Kaggle**

**Final submission on Kaggle is evaluated using the Logarithmic Loss (smaller is better)**

**Life cycle**

1. Data analysis
2. Feature engineering
3. Feature selection
4. Model building
5. Model deployment