CTR of an Email Campaign Methodologies

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Objective : Your task at hand is to build a machine learning-based approach to predict the CTR of an email campaign.

Approach :

STEP 1) Trained Initial Model to Find out on which Product we are getting Negative R2 by splitting the Dataset into different Subsets by using Masks.

STEP 2) Build MaxEnsemble Model, each model for selected Product(Mask) and with a universal model. As this boosts the R2 on those Data Points where initially we were getting -ve R2.

STEP 3) Saved MaxEnsemble Model Output as *solution_max_ensemble.csv*.

STEP 4) Build a new Boosting Model in which we also include those entries or on those subsets on which we are getting R2>=0.90 from the **test-set** . (Label is Predicted by MaxEnsemble Model). As the Dataset size has been increased so we will be getting more R2-Value.

STEP 5) Trained the newly Built Boosting (Adaboost) model on the Combined Dataset.

STEP 6) Finally Make Predictions on Global Test CSV File.

Feature Preprocessing :

We have used very less Feature Preprocessing as we are using RandomForest as base Regression Model so minimal preprocessing steps are required.

1. We only converted some columns into One-Hot Vectors.