

Project Proposal

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Advertising is an integral part of any company's promotion mix; All the companies use advertising as one of the major elements of their entire communication plan. The effect of advertisements relays mainly on age group and gender, because interest differ with age and gender. In this project we will build a classification module to classify people based on age and gender in order to determine the type of advertisement that is most suitable for display.

Question/need:

Predicting the most appropriate advertising to display depending on age and gender to assist companies in developing an accurate advertising strategy

Data Description:

The data we will be using is from Kaggle, it contains around 23000 row that includes:

- age = Age of the person in the image.
- gender = Gender of the person.
- ethnicity = Specifies the ethnicity of the person
- img_name = Name of the Image.
- pixels = Array to String of the image pixels.

the expected features to work with is age, gender and image to predict age and gender

Tools:

Python, Pandas, Scikit-learn, Matplotlib, seaborn, Jupyter notebook and NumPy.