**AD CLICK CLASSIFICATION**

**DATA DICTIONARY**

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| **Column Name** | **Description** |
| Daily\_Time\_Spent\_on\_Site | How many minutes/day the user spends on the site |
| Age | Age of the user |
| Area\_Income | Average income of the user's area |
| Daily\_Internet\_Usage | How many minutes/day the user spends on the internet |
| Ad\_Topic\_Line | Title of the ad shown |
| City | User’s city |
| Male | Binary gender (1 = Male, 0 = Female) |
| Country | Country of the user |
| Timestamp | When the ad was shown (can extract hour, weekday, etc.) |
| Clicked\_on\_Ad | Target variable: Did the user click the ad? (1 = Yes, 0 = No) |