**K Nearest Neighbors for clicked on Advertisment**

In this project the company need to know whether or not a particular internet user clicked on an Advertisement on a company website. I created a model based on KNN algorithm that predict whether or not they will click on an ad based off the features of that user.

**This data set contains the following features:**

* 'Daily Time Spent on Site': consumer time on site in minutes
* 'Age': cutomer age in years
* 'Area Income': Avg. Income of geographical area of consumer
* 'Daily Internet Usage': Avg. minutes a day consumer is on the internet
* 'Ad Topic Line': Headline of the advertisement
* 'City': City of consumer
* 'Male': Whether or not consumer was male
* 'Country': Country of consumer
* 'Timestamp': Time at which consumer clicked on Ad or closed window
* 'Clicked on Ad': 0 or 1 indicated clicking on Ad

**The methodology used in this project is as fellow.**

* Exploratory data analysis using ‘sns.distplot’and ‘sns.pairplot’
* Standardized the variable
* Split the data to train and test
* Fit the KNN model to the training data
* Using the developed model to predict the test data
* Evaluate the model using confusion matrix
* Select the optimum value of K
* Repeat the KNN model with the optimum K value