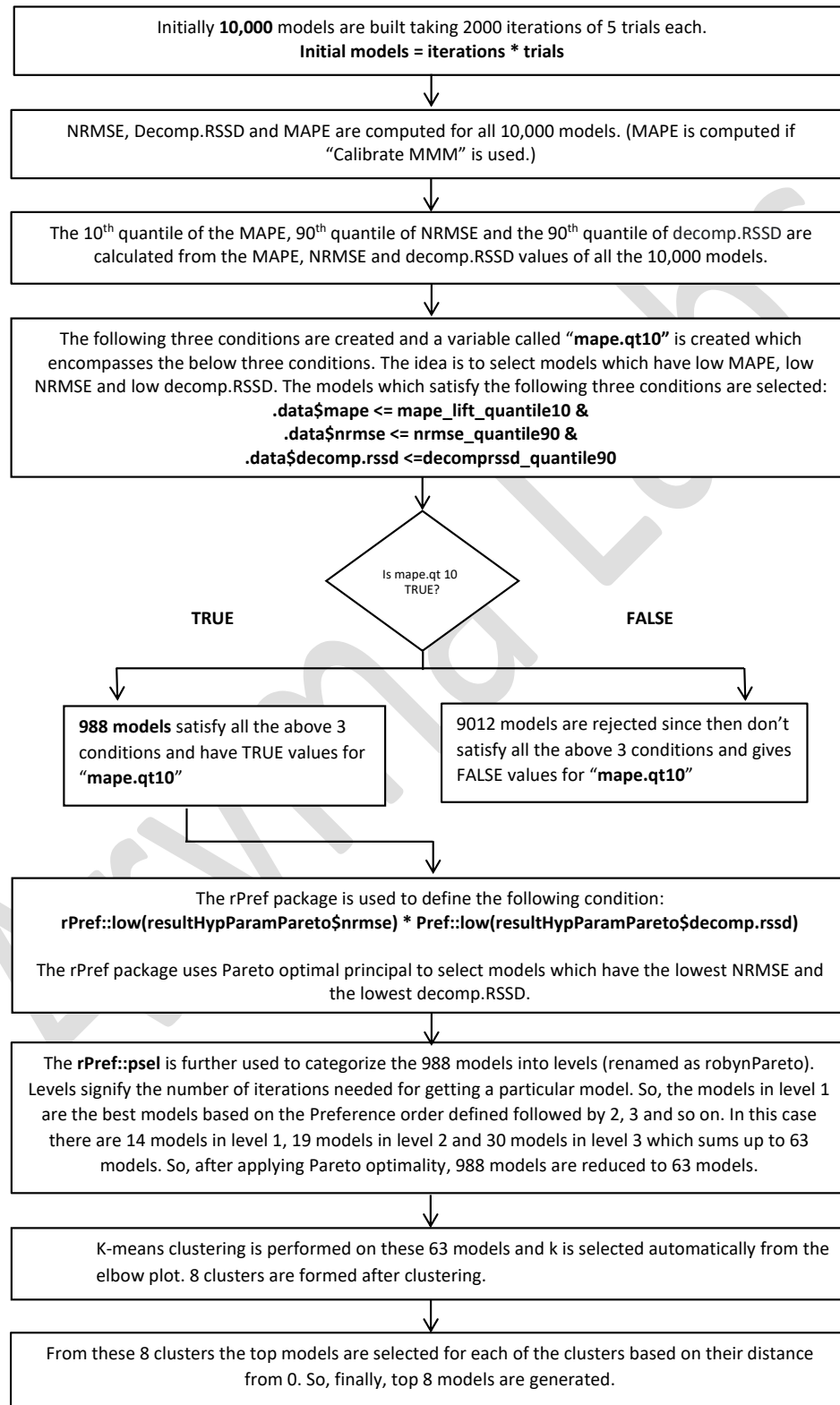


ROBYN UNDER THE HOOD: How Robyn MMM selects the top few models from 10,000 iterations.



Robyn generates 10,000 models by default for a single dataset. The idea is to finalize fewer or one model which most closely represents the market reality.

Robyn applies the concepts of multi-objective optimization and Pareto-optimality for selecting few models out of the 10,000 iterations.

The above flowchart represents the process of how 8 models are selected from 10,000 iterations.

Note: The final no. of models generated by Robyn MMM could vary based on the dataset. For this dataset, top 8 models were generated by Robyn MMM.

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