

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

‘JNANA SANGAMA’, BELAGAVI-590 018, KARNATAKA



PROJECT REPORT

ON

“PREDICTING AD CLICKS CLASSIFICATION BY USING MACHINE LEARNING”

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF THE DEGREE,

**BACHELOR OF ENGINEERING
IN
ARTIFICIAL INTELLIGENCE & DATA SCIENCE**

Submitted By

1. Md Fardeen

[1CG21AD022]

2. Md Tanzil Masud

[1CG21AD023]

3. Mahammad Jaffer Nawaz

[1CG22AD403]

4. Mohammed Shaheed M

[1CG22AD404]

Under the guidance of:

Mr.Dharaneshkumar M L, M.Tech.,
Assistant Prof., Dept. of AD,
CIT, Gubbi, Tumakuru.

HOD:

Dr. Gavisiddappa, Ph.D
Prof & Head, Dept. of AD,
CIT, Gubbi, Tumakuru.



Partnering in Academic Excellence

Channabasaveshwara Institute of Technology

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DEPARTMENT OF ARTIFICIAL INTELLIGENCE & DATA SCIENCE

CERTIFICATE

This is to certify that the project work entitled **“PREDICTING AD CLICKS CLASSIFICATION BY USING MACHINE LEARNING”** has been successfully carried out by **Md Tanzil Masud [1CG21AD023]**, **Md Fardeen [1CG21AD022]**, **Mahammad Jaffer Nawaz [1CG22AD403]**, **Mohammed Shaheed M [1CG21AD404]**, bonafide students of **CHANNABASAVESHWARA INSTITUTE OF TECHNOLOGY, GUBBI, TUMAKURU**, under our supervision and guidance and submitted in partial fulfillment of the requirements for the award of Degree in **Bachelor of Engineering** by **Visvesvaraya Technological University, Belagavi** during the academic year of 2024–2025. It is certified that all corrections/suggestions indicated for internal assessment have been incorporated in the report deposited in the departmental library. The project report has been approved as it satisfies the academic requirements for the above said degree.

Guide:

Mr.Dharaneshkumar M L M.Tech.,
Assistant Prof., Dept. of AD,
CIT, Gubbi, Tumakuru.

H.O.D:

Dr. Gavisiddappa Ph.D
Prof & Head, Dept. of AD,
CIT, Gubbi, Tumakuru.

Principal:

Dr. Suresh D S Ph.D
Director & Principal
CIT, Gubbi, Tumakuru.

Examiners:

- 1.
- 2.



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UNDERTAKING

We the students **Md Tanzil Masud[1CG21AD023]**, **Md Fardeen [1CG21AD022]**, **Mahammed Jaffer Nawaz [1CG22AD403]**, **Mohammad Shaheed M [1CG22AD404]** of **VIII semester B.E. ARTIFICIAL INTELLIGENCE & DATA SCIENCE** of **CHANNABASAVESHWARA INSTITUTE OF TECHNOLOGY, GUBBI, TUMAKURU** declare that Project work entitled **“PREDICTING AD CLICKS CLASSIFICATION BY USING MACHINE LEARNING”** has been carried out and submitted in partial fulfillment of the requirements for the award of degree in Bachelor of Engineering in **ARTIFICIAL INTELLIGENCE & DATA SCIENCE** by the Visvesvaraya Technological University during the academic year 2024-2025.

1. Md Fardeen
[1CG21AD022]

3. Mohammad Jaffer Nawaz
[1CG22AD403]

2. Md Tanzil Masud
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DEPARTMENT OF ARTIFICIAL INTELLIGENCE & DATA SCIENCE

BONAFIDE CERTIFICATE

This is to certify that the Project work entitled **“PREDICTING AD CLICKS CLASSIFICATION BY USING MACHINE LEARNING”** is a bonafide work of **Md Tanzil Masud[1CG21AD023], Md Fardeen [1CG21AD022], Mahammed Jaffer Nawaz [1CG22AD403], Mohammad Shaheed M [1CG22AD404]** students of **VIII** semester **B.E ARTIFICIAL INTELLIGENCE & DATA SCIENCE** carried out at **Channabasaveshwara Institute of Technology**, Gubbi, Tumakuru, in partial fulfillment of the requirements of the award of degree in B.E. in **ARTIFICIAL INTELLIGENCE & DATA SCIENCE** of Visvesvaraya Technological University, Belagavi under my supervision and guidance. Certified that to the best of my knowledge the work reported here in does not from part of any other thesis on the basis of which degree or award was conferred on earlier occasion to this or any other candidates.

Guide:

Mr.Dharaneshkumar M L M.Tech.,
Assistant Prof., Dept. of AD,
CIT, Gubbi, Tumakuru.