



Data Science

Home assignment

Owner: you

Date: 20181029

Revision date: NA

Version number: 1.0

Confidentiality level: **Public**

Introduction

So here you are - our home assignment! We'd love to see what you're made of and - more importantly - how you get it done. Keep in mind that you need 4 hours to complete the assignment.

Assignment

What we'd like you to get done: build an add bidding model for online marketing which allows you to deliver targeted ads to the right people. You can use any programming language, library or package.

What we expect:

- Results are easily verifiable and clear;
- Clean, readable code;
- A one-pager on how you would bring your model to production;
- Above all: your thinking, ie motivate any decisions you have made.

Bonus points:

- Include requirements.txt (if applicable);
- Spoiler alert: we like Python and R.

We provide you with:

- Simplified dataset that contains the performance of historical ad campaigns on a certain platform at a certain point in time.

Good luck!