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🏆 Featured Prediction Competition

TalkingData AdTracking Fraud Detection Challenge

Can you detect fraudulent click traffic for mobile app ads?

$25,000
Prize Money

T   TalkingData · 128 teams · 2 months to go (2 months to go until merger deadline)

Overview   Data   Kernels   Discussion   Leaderboard   Rules   Join Competition

Overview
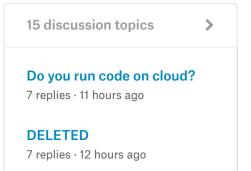
Description

Evaluation

Prizes

Timeline

Fraud risk is everywhere, but for companies that advertise online, click fraud can happen at an overwhelming volume, resulting in misleading click data and wasted money. Ad channels can drive up costs by simply clicking on the ad at a large scale. With over 1 billion smart mobile devices in active use every month, China is the largest mobile market in the world and therefore suffers from huge volumes of fradulent traffic.

TalkingData, China's largest independent big data service platform, covers over 70% of active mobile devices nationwide. They handle 3 billion clicks per day, of which 90% are potentially fraudulent. Their current approach to prevent click fraud for app developers is to measure the journey of a user's click across their portfolio, and flag IP addresses who produce lots of clicks, but never end up installing apps. With this information, they've built an IP blacklist and device blacklist.

While successful, they want to always be one step ahead of fraudsters and have turned to the Kaggle community for help in further developing their solution. In their 2nd competition with Kaggle, you're challenged to build an algorithm that predicts whether a user will download an app after clicking a mobile app ad. To support your modeling, they have provided a generous dataset covering approximately 200 million clicks over 4 days!

Leaderboard >	Kernels >	15 discussion topics >
1 轮到我carry	**Random Forest** 1 vote · 12 hours ago	**Do you run code on cloud?** 7 replies · 11 hours ago
2 Branden Murray	**TalkingData AdTracking EDA** 36 votes · 2 days ago	**DELETED** 7 replies · 12 hours ago
3 Citrinitas		

3/8/2018

4	denisewu
5	Dimitris Leventis
6	Gang Su
7	AutoPilot
8	Mathurin Aché

Two stage Grouping
3 votes · a day ago

Baseline: the channel is im...
23 votes · 2 days ago

Weighted Os-channel with ...
5 votes · 2 days ago

Welcome
13 replies · 13 hours ago

Data encoding - is it compl...
3 replies · 17 hours ago

So much data
0 replies · 19 hours ago

Launch
2 days ago

Close
2 months

2 months
Rules Acceptance
Deadline

128 **129**
Teams Competitors

Points **This competition awards standard ranking points**
Tiers **This competition counts towards tiers**

Tags   auc   medium

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