Featured Prediction Competition

TalkingData AdTracking Fraud Detection Challenge

Can you detect fraudulent click traffic for mobile app ads?

$25,000
Prize Money

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

Competition Data

Data Description

For this competition, your objective is to predict whether a user will download an app after clicking a mobile app advertisement.

File descriptions

- **train.csv** - the training set
- **train_sample.csv** - 100,000 randomly-selected rows of training data, to inspect data before downloading full set
- **test.csv** - the test set
- **sampleSubmission.csv** - a sample submission file in the correct format

Data fields

Each row of the training data contains a click record, with the following features.

- `ip` : ip address of click.
- `app` : app id for marketing.
- `device` : device **type** id of user mobile phone (e.g., iphone 6 plus, iphone 7, huawei mate 7, etc.)
- `os` : os version id of user mobile phone
- `channel` : channel id of mobile ad publisher
- `click_time` : timestamp of click (UTC)

- `attributed_time` : if user download the app for after clicking an ad, this is the time of the app download
- `is_attributed` : the target that is to be predicted, indicating the app was downloaded

Note that `ip` , `app` , `device` , `os` , and `channel` are encoded.

The test data is similar, with the following differences:

- `click_id` : reference for making predictions
- `is_attributed` : not included