



## TalkingData Mobile User Demographics

Get to know millions of mobile device users

\$25,000 · 1,689 teams · a year ago

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### Overview

#### Description

#### Evaluation

#### Prizes

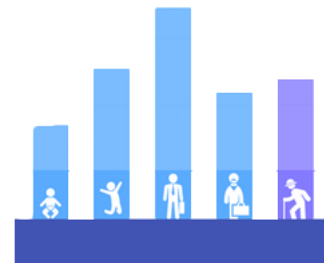
#### Graphlab Create License

#### Timeline

Nothing is more comforting than being greeted by your favorite drink just as you walk through the door of the corner café. While a thoughtful barista knows you take a macchiato every Wednesday morning at 8:15, it's much more difficult in a digital space for your preferred brands to personalize your experience.

**TalkingData**, China's largest third-party mobile data platform, understands that everyday choices and behaviors paint a picture of who we are and what we value. Currently, TalkingData is seeking to leverage behavioral data from more than 70% of the 500 million mobile devices active daily in China to help its clients better understand and interact with their audiences.

In this competition, Kagglers are challenged to build a model predicting users' demographic characteristics based on their app usage, geolocation, and mobile device properties. Doing so will help millions of developers and brand advertisers around the world pursue data-driven marketing efforts which are relevant to their users and catered to their preferences.



### Acknowledgements



#### Leaderboard



- 1 IKAR
- 2 Deep Thought
- 3 utc(+1,-3)
- 4 Sameh Faidi
- 5 KazAnova | Faron
- 6 Daniel FG
- 7 fakeplastictrees
- 8 pekinois

#### Kernels



##### Geolocation visualisations

216 votes · a year ago

##### Brand and model based benchmarks

166 votes · a year ago

##### A linear model on apps and labels

148 votes · a year ago

##### XGBoost Simple Starter

84 votes · a year ago

##### The battle of smart phones

74 votes · a year ago

#### 227 discussion topics



##### App ID and Category

4 replies · a month ago

##### Geolocation visualisations

39 replies · 2 months ago

##### xgboost in r(2.27217)

26 replies · 3 months ago

##### Neural network for sparse matrices

11 replies · 4 months ago

##### Team

3 replies · 5 months ago

Launch  
a year ago

Close  
a year ago

a year ago  
Rules Acceptance  
Deadline

1,689 Teams    1,961 Competitors

Points This competition awarded standard ranking points  
Tiers This competition counted towards tiers

Tags    demographics    tabular    multiclass classification    mobile web    multiclassloss    small

