

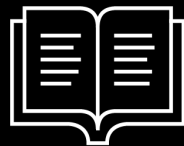


Aubree Curtis

Data Analyst Intern



Content Analytics
Author Compensation



**Brigham Young
University '23**
Statistics BS



From **Chicago, IL**

Demand Integration into Author Compensation Framework



PLURALSIGHT

Author Compensation



Content



Viewership



PS Author



Compensation



Determining Compensation



Course Info



Predict
Performance



Compensation

Adding Demand to Predictive Model

Current Model

Market Taxonomy

Clusters

Quantiles



Predict
Performance

Adding Demand to Predictive Model

Updated Model

Market Taxonomy

Clusters

Quantiles

Internal Demand

External Demand



Predict
Performance

Objectives

Feature Manipulation

**Exploratory Data
Analysis**

Model Training

Model Performance

Outcomes



PLURALSIGHT



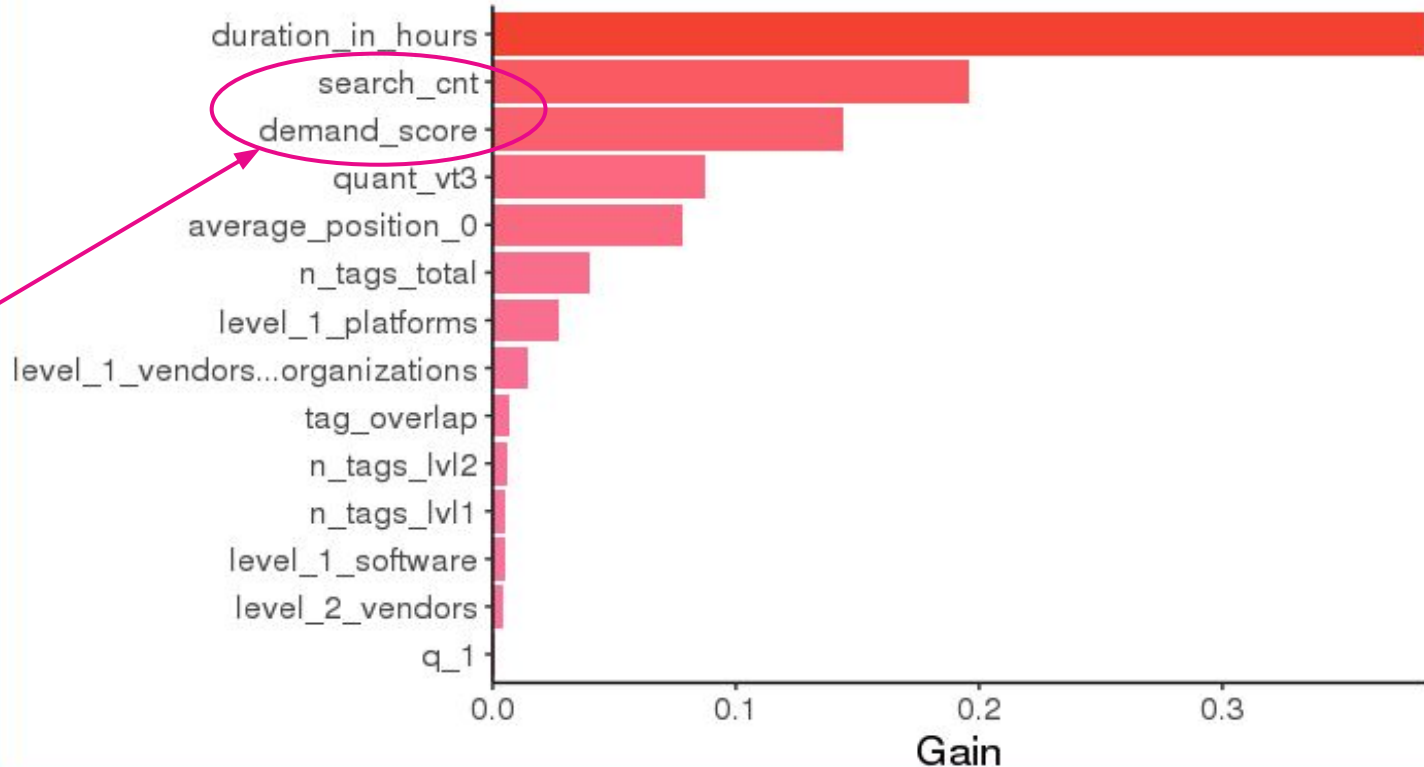
Data Available for
Current Model:
87 months

vs.

Data Available for
New Model:
6 months

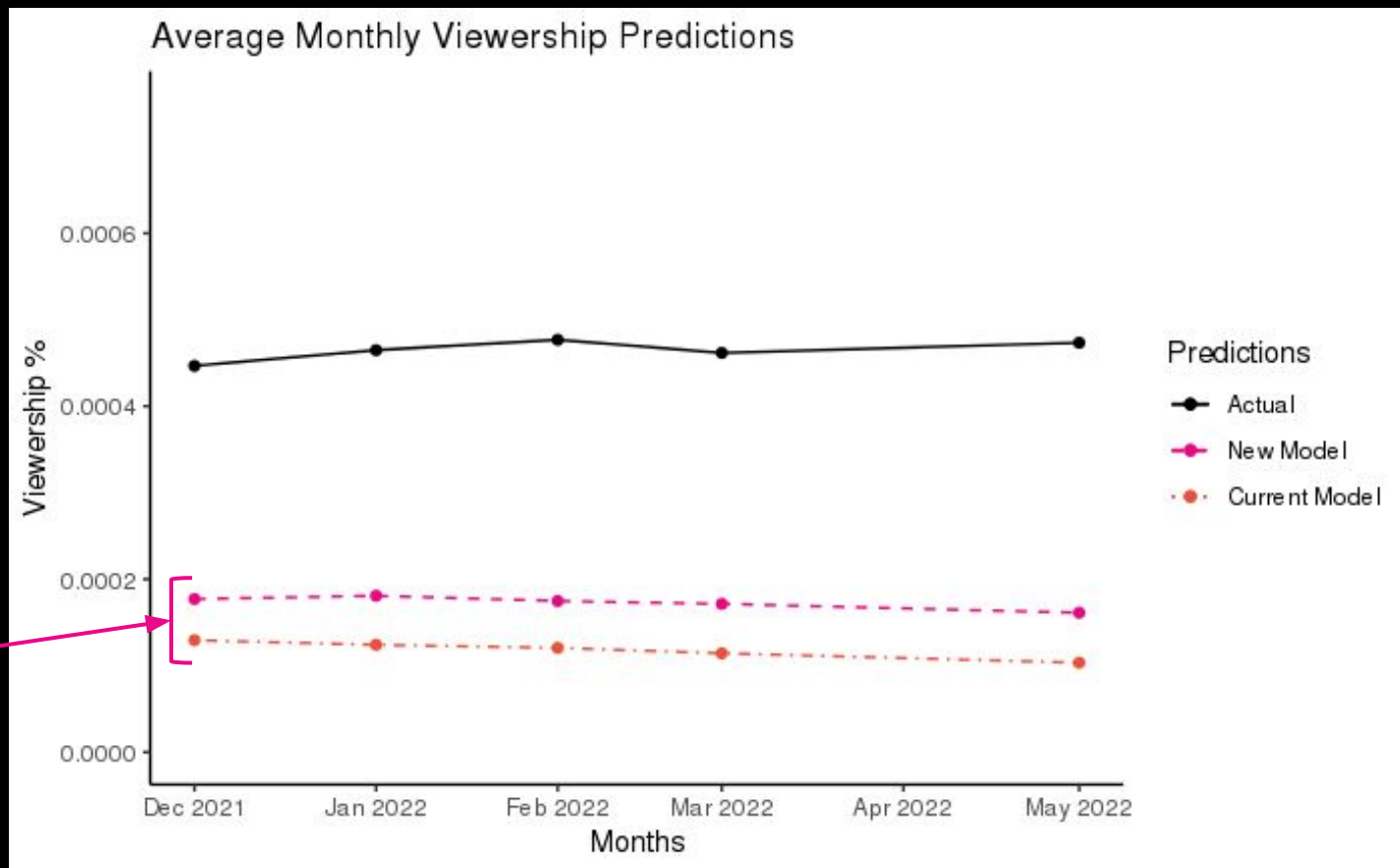
0.003%
difference in
predictive accuracy

Top 15 Features



These are the new
features I added!

**Improved
average
predictive
accuracy!**



Tools Utilized



Amazon
SageMaker



DBeaver



Questions?



acurtis2001@hotmail.com



aubree-curtis



PLURALSIGHT