

CLICKED ON AD?

- ADARSH R



OBJECTIVE

To indicate whether or not a user clicked on advertisement by using Logistic regression approach

APPROACH

Importing the dataset

Read and understand the dataset

Age classification

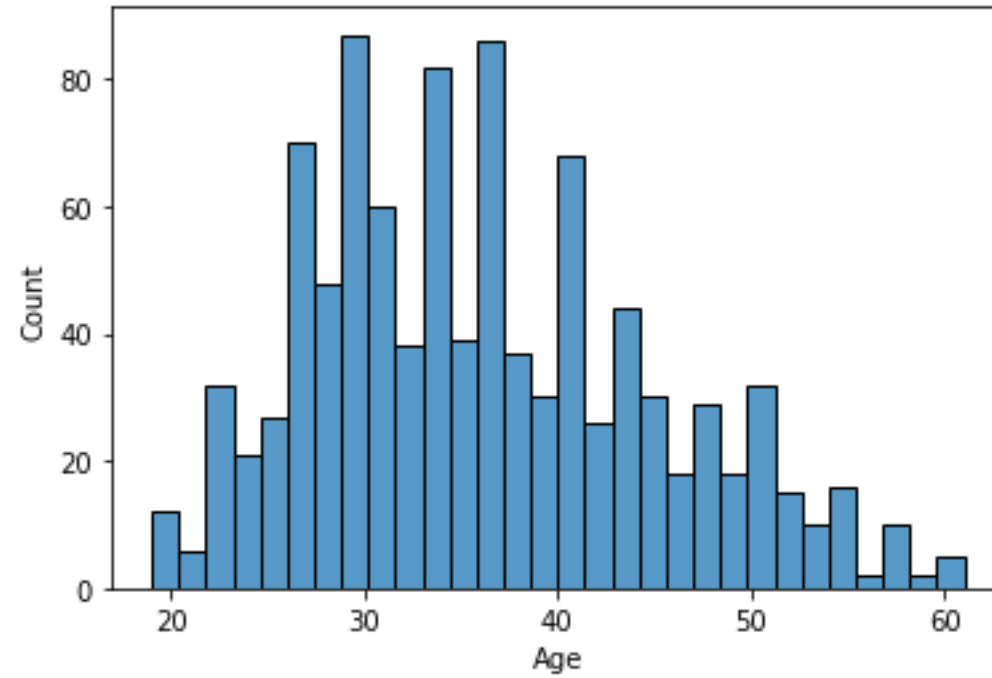
Gender classification

Daily Internet usage categorization

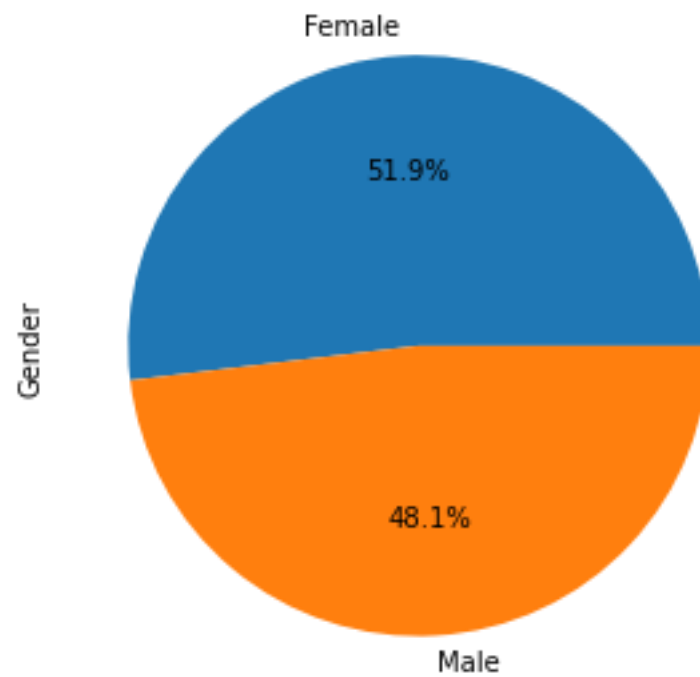
Area income categorization

No. of persons clicked/didn't clicked on Ad

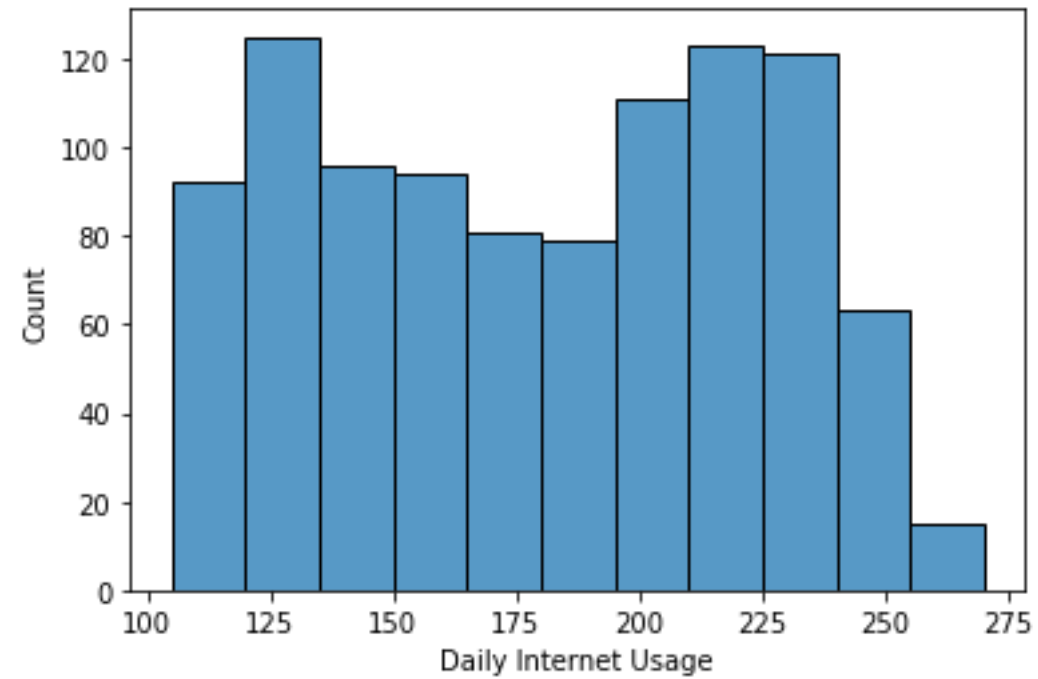
AGE CLASSIFICATION



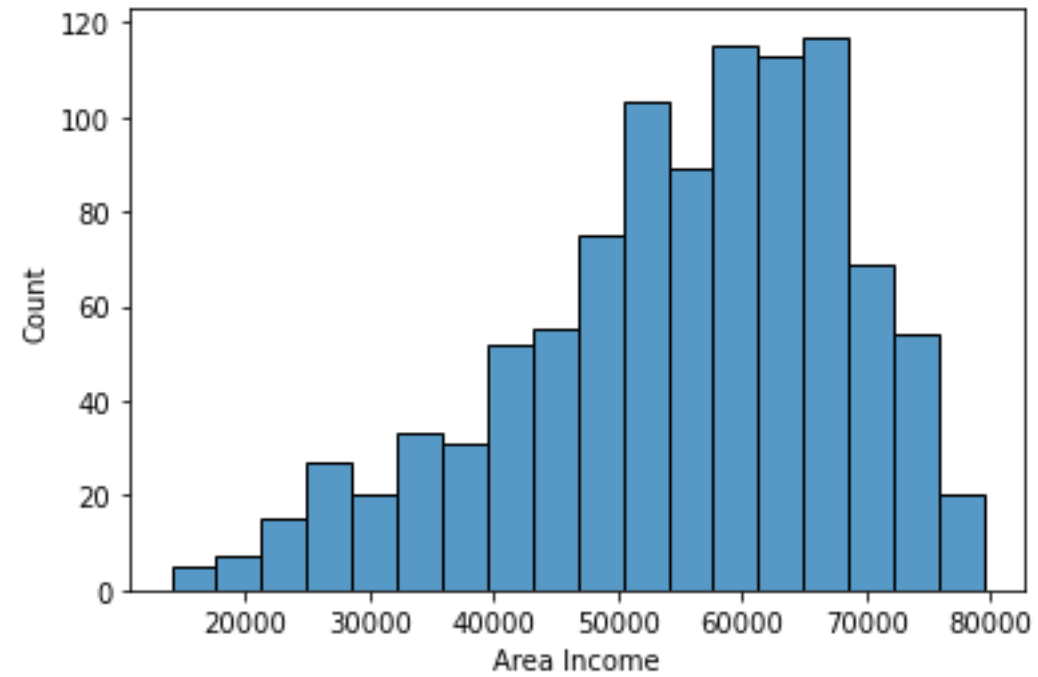
GENDER CLASSIFICATION



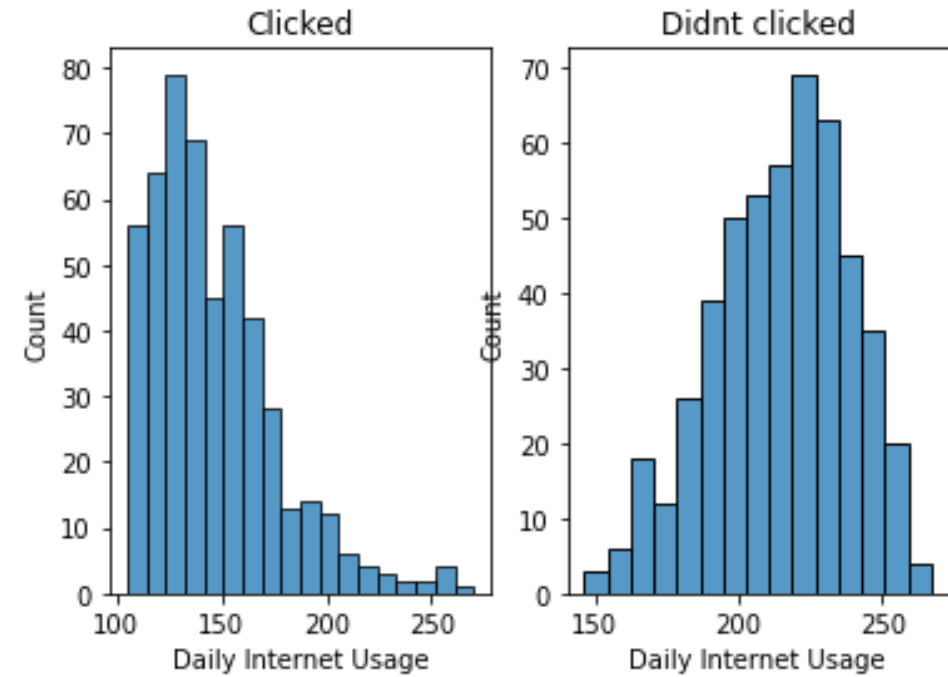
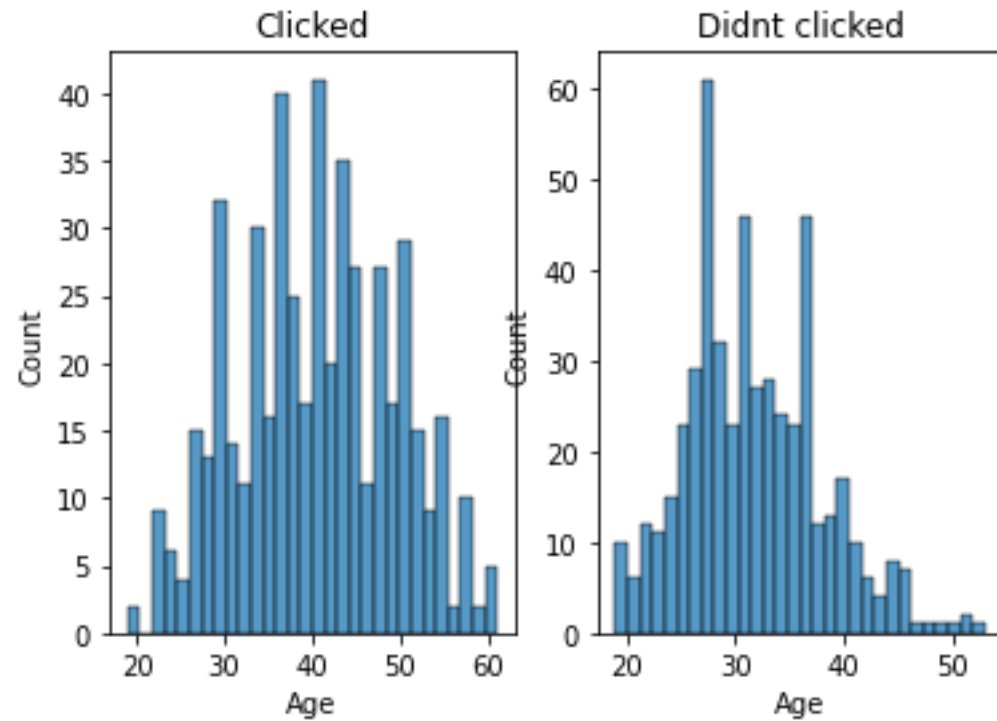
DAILY INTERNET USAGE CATEGORIZATION



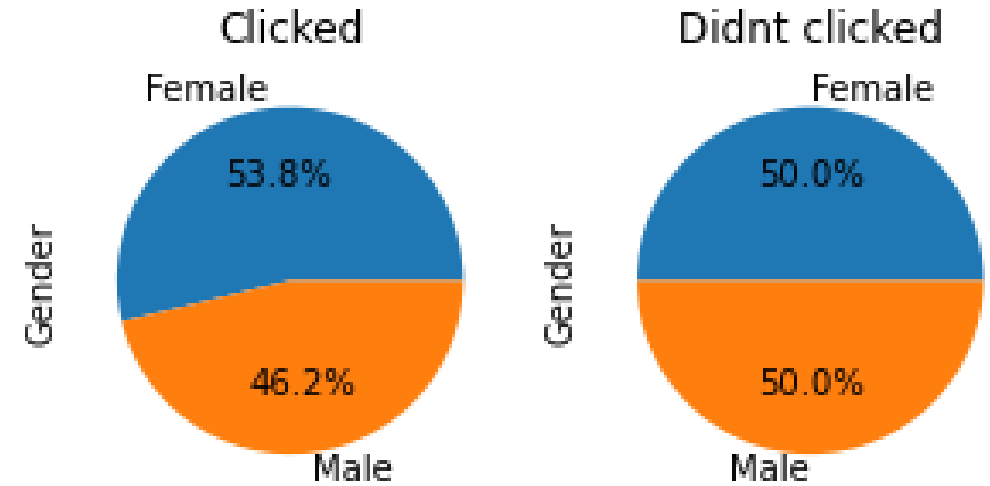
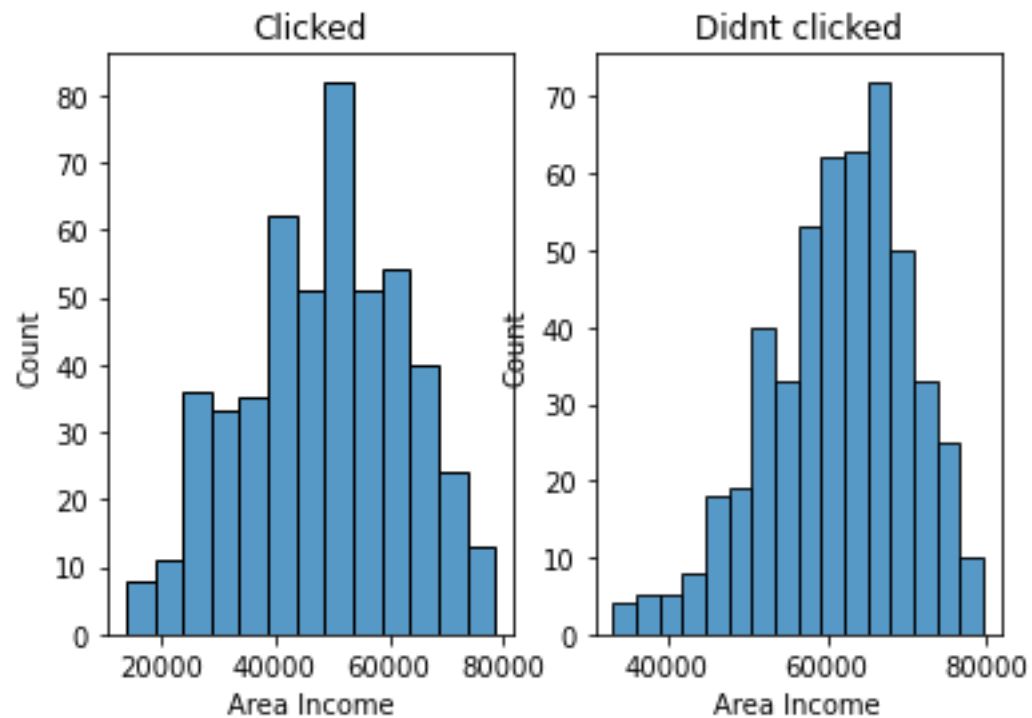
AREA INCOME CATEGORIZATION



NO. OF PERSONS CLICKED/DIDN'T CLICKED ON AD



NO. OF PERSONS CLICKED/DIDN'T CLICKED ON AD



SUMMARY

It is found that the people of age between 35 and 40 is more likely to click the Ad.

The people with daily Internet usage around 100-150GB is more likely to click the Ad.

Based on gender classification Females are more likely to click the Ad.

It is found that the people with area income of 50000 are likely to click the Ad.