

Day 1 Section 3 Exercise

Feature Engineering

Group Exercise

Instructions for Participants:

You are a team of “killer” data scientists working for an e-commerce company.

Your goal is to predict whether a customer will click the “Buy Now” button on your website.

Use file D1S3 raw data.csv

Task 1

- **Brainstorm five new engineered features that could improve the prediction of click-through behavior.**
- **For each new feature, explain:**
 - **What it is**
 - **How it's derived from the raw data**
 - **Why it might be predictive**
- **Provide at least 2 columns which are not relevant for this scenario**

Task 2

- **Rank your new features from most predictive to least predictive**
- **Discuss how these features could influence the model's performance or explainability**