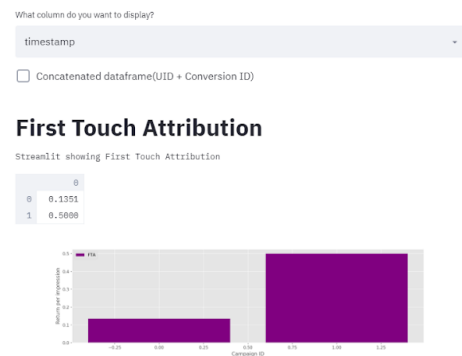
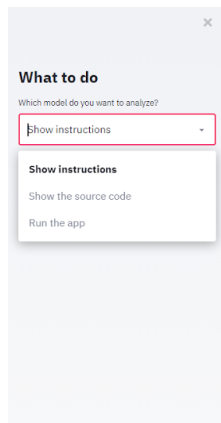


# Visualizations using Streamlit:

## Streamlit:

- Streamlit is an open-source Python library that makes it easy to build beautiful custom web-apps for machine learning and data science.
- To use it, just `pip install streamlit`, then import it, write a couple of lines of code, and run your script with `streamlit run [filename]`.
- The .py file with a minimum streamlit coding can give us Machine learning models in no time.

## First Touch Attribution



## Displaying Fields:

×

What to do

Which model do you want to analyze?

Show instructions

To continue select "Run the app".

timestamp
uid
campaign
conversion
conversion_timestamp
conversion_id
attribution
click
click_pos
click_nb
cost
cpo
time_since_last_click
cat1
cat2
cat3
cat4
cat5
cat6
cat7

Showing U Touch Attribution:

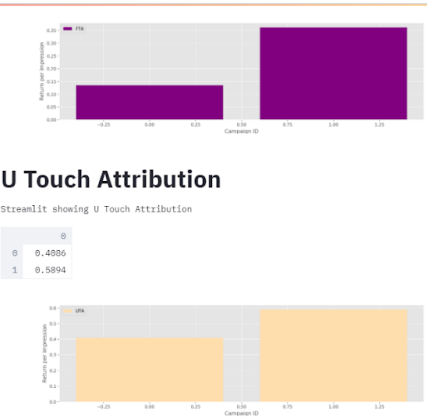
×

What to do

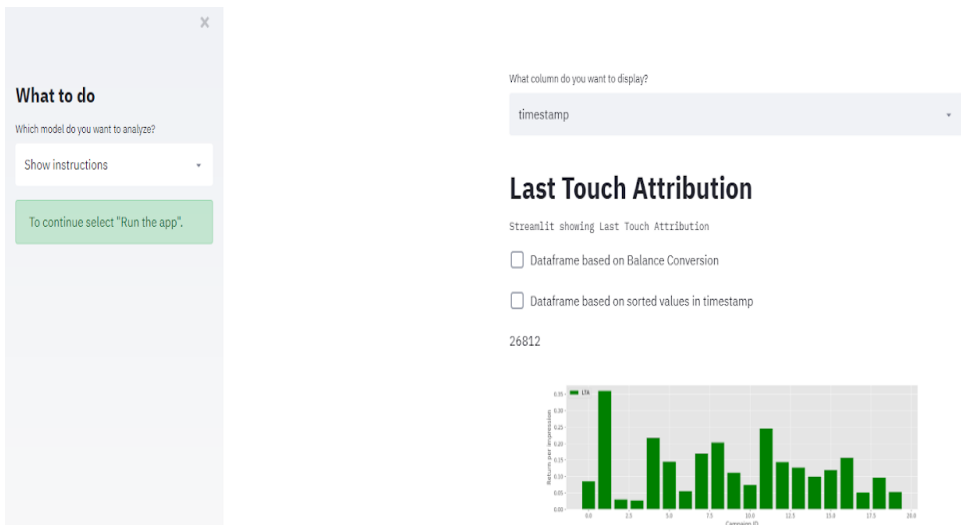
Which model do you want to analyze?

Show instructions

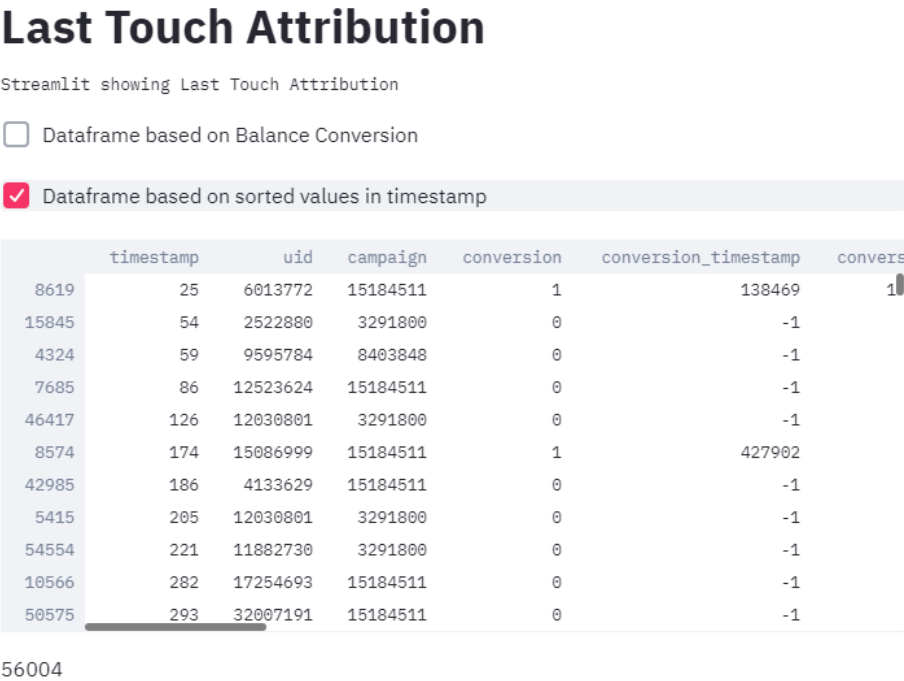
To continue select "Run the app".



Last Touch Attribution:



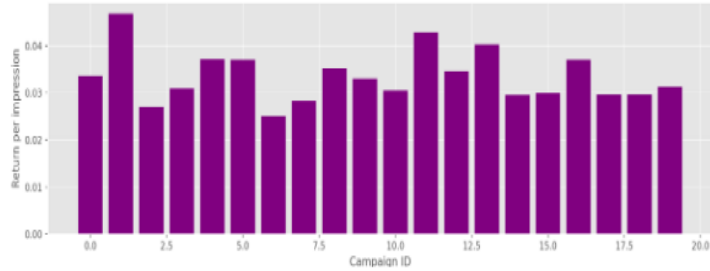
Showing the dataframe based on sorted values in LTA:



Logistic Regression:

# Logistic Regression

Streamlit showing Logistic Regression



## Time Decay Simulation:

×

### What to do

Which model do you want to analyze?

Show instructions ▾

To continue select "Run the app".

What column do you want to display?

timestamp ▾

