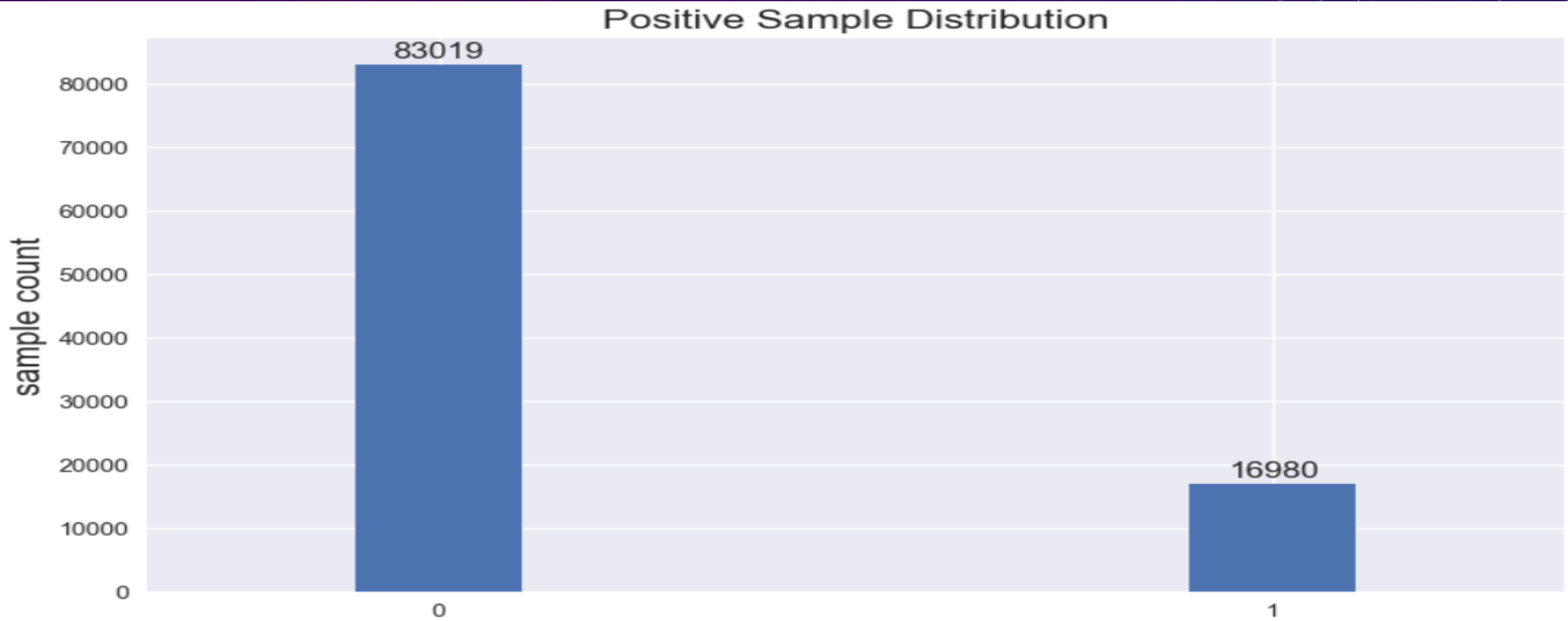


The background is a gradient of dark blue and purple, speckled with small white dots. Overlaid on the left side are several concentric circles and a large circular scale with degree markings from 140 to 260. Some circles have arrows indicating a clockwise direction.

CLICK THROUGH RATE PREDICTION

FROM—DEEPAK SINGH PANWAR

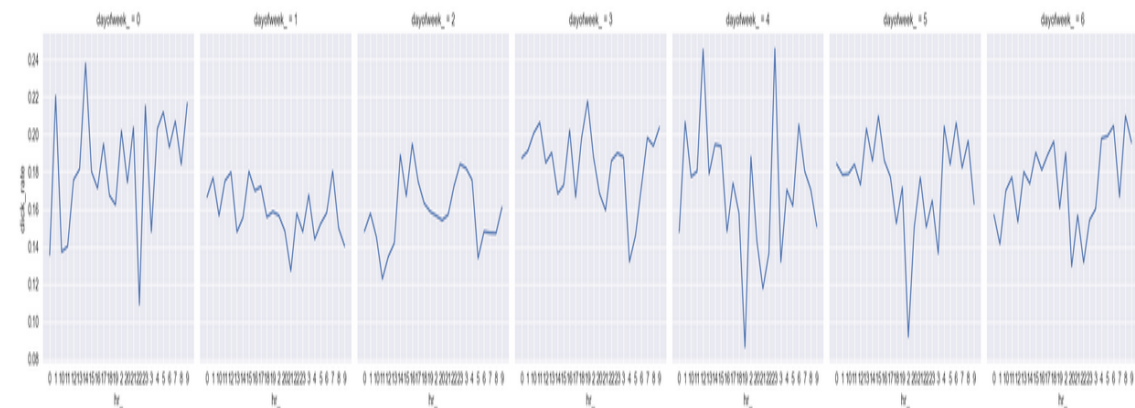
POSITIVE SAMPLE DISTRIBUTION



CLICK RATE VISUALIZATION

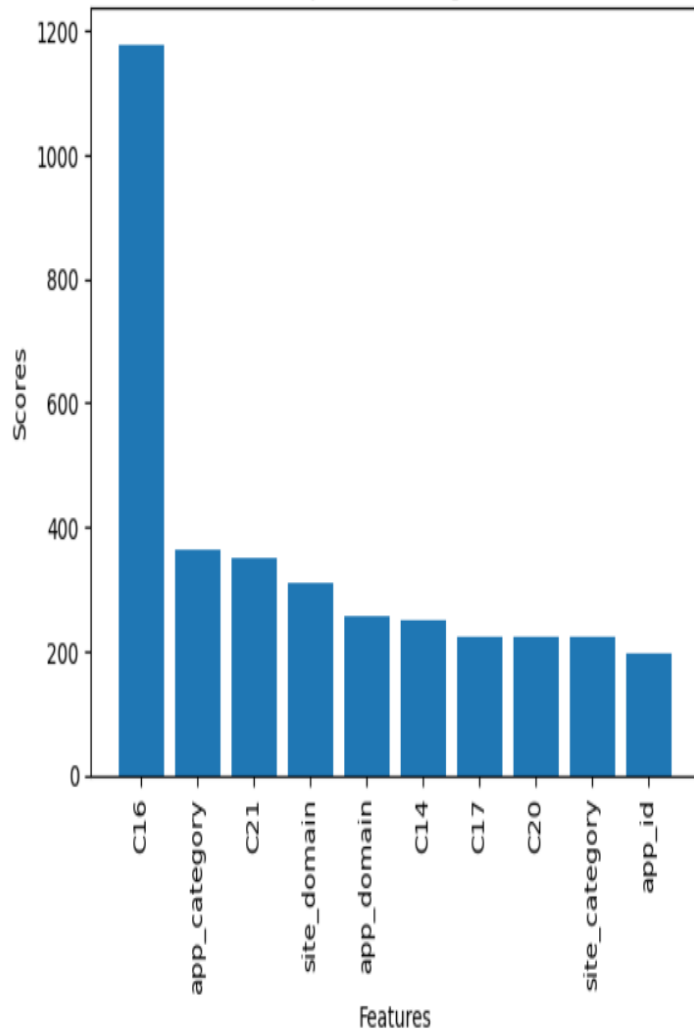
	dayofweek	hr	click_sum	click_count	click_rate
0	0	0	19	140	0.135714
1	0	1	43	195	0.220513
2	0	10	35	255	0.137255
3	0	11	46	328	0.140244
4	0	12	71	404	0.175743
...
163	6	5	82	412	0.199029
164	6	6	91	445	0.204494
165	6	7	84	504	0.166667
166	6	8	98	467	0.209850
167	6	9	91	465	0.195699

[168 rows x 5 columns]

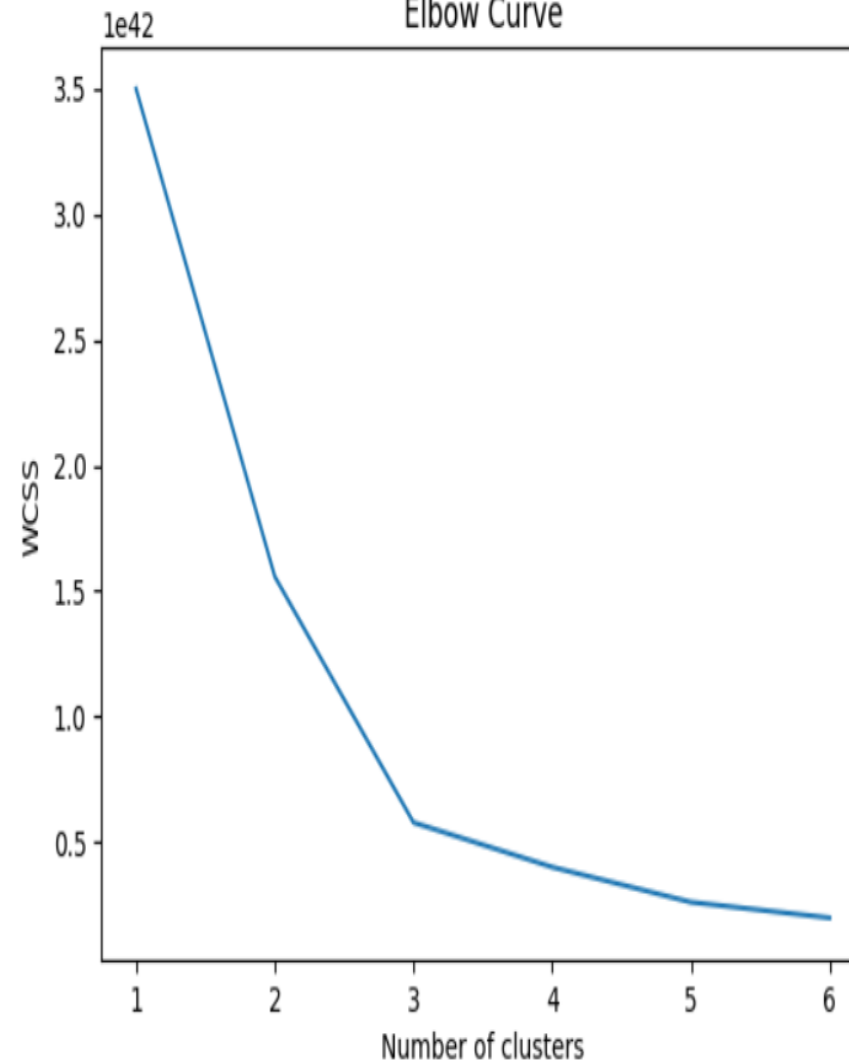


CLUSTERING FOR TOP 10 FEATURES

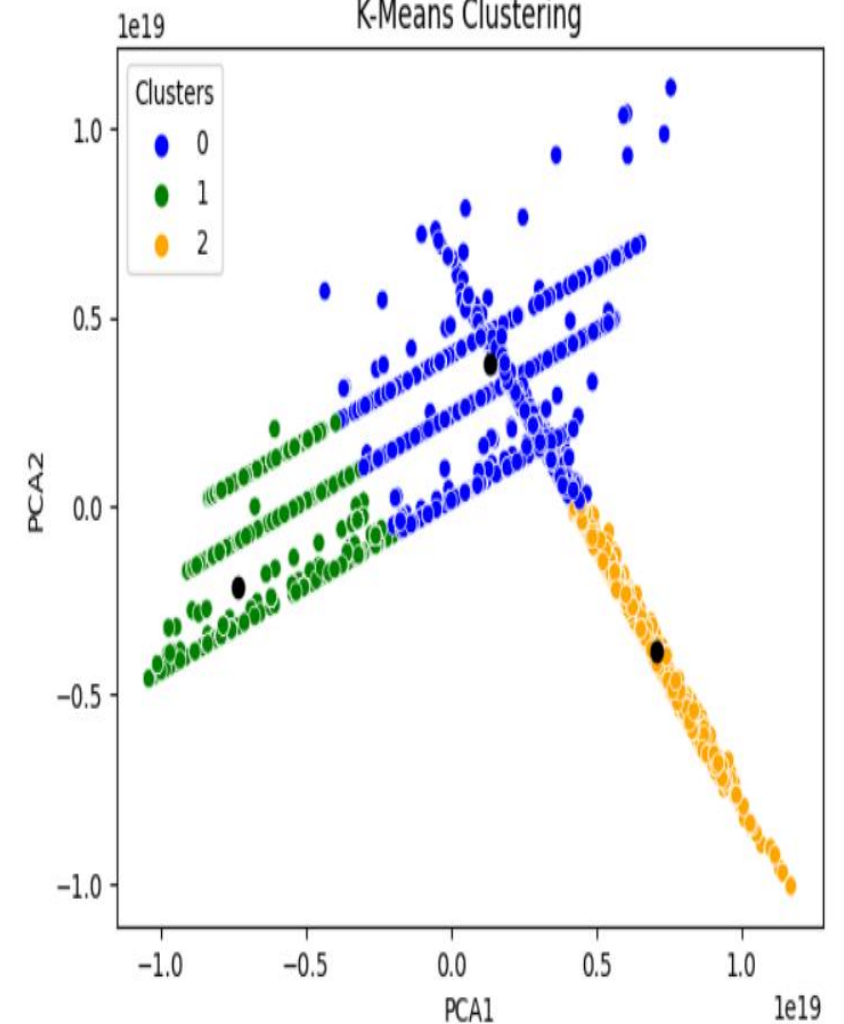
Feature Importance using SelectKBest



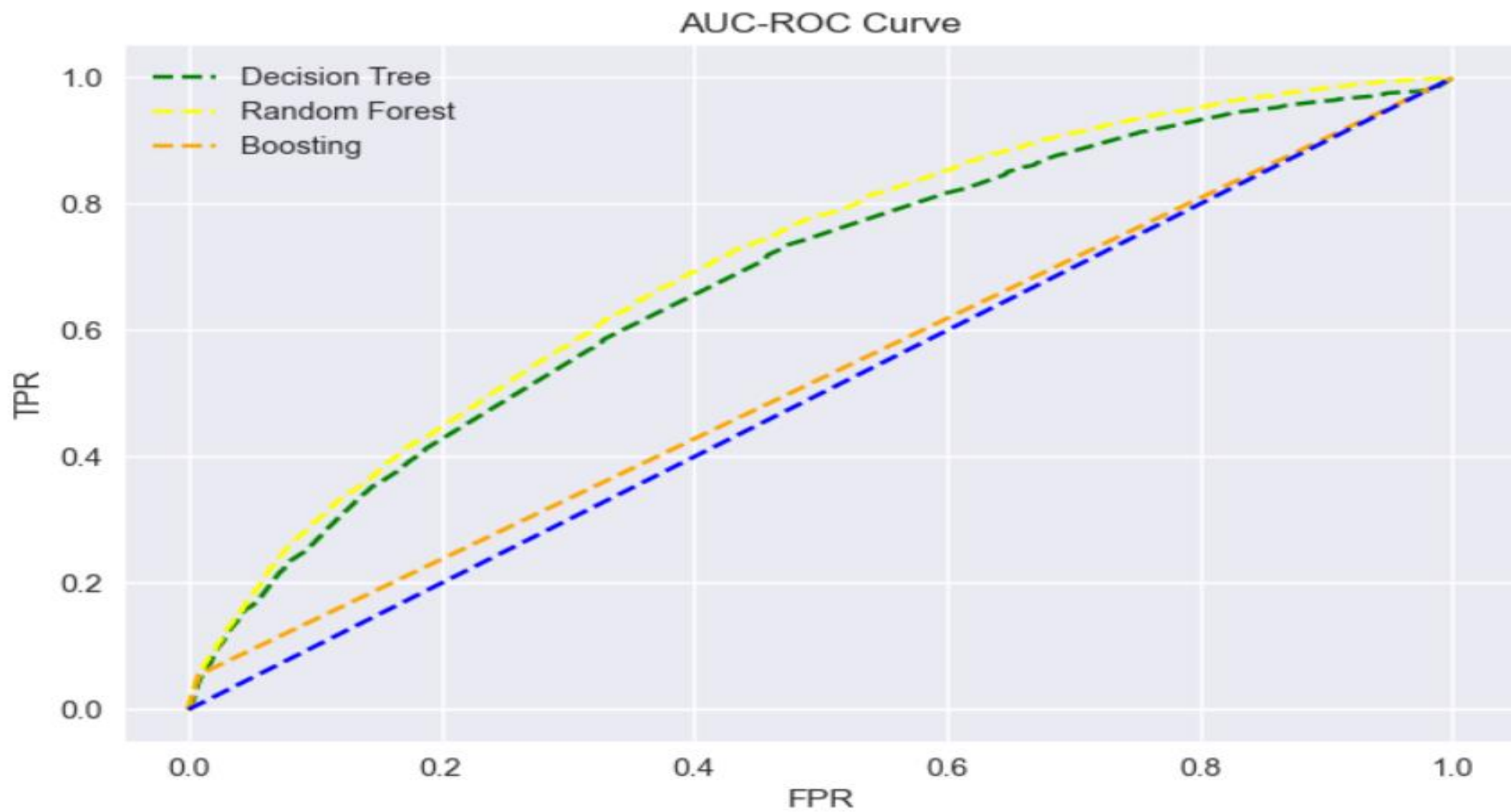
Elbow Curve



K-Means Clustering



ROC CURVE



SUMMARY

THE RISK ASSOCIATE WITH THE MODEL ARE

1. POOR PROBLEM SOLUTION ALIGNMENT
2. INCURRING EXCESSIVE COSTS
3. UNEXPECTED BEHAVIOR AND UNINTENDED CONSEQUENCES

IMPLICATIONS OF ERROR IN THE MODEL:

EVEN AFTER USING THE TOP 10 FEATURES WHICH HAS TOP FEATURE SCORE USING THE K-BEST FEATURE, THE ACCURACY OF THE MODEL IS 0.83 WHICH IS NOT INCREASING. IT REMAINS AS 0.83.