

Chapter 03. 광고 반응을 예측 (Logistic Regression)

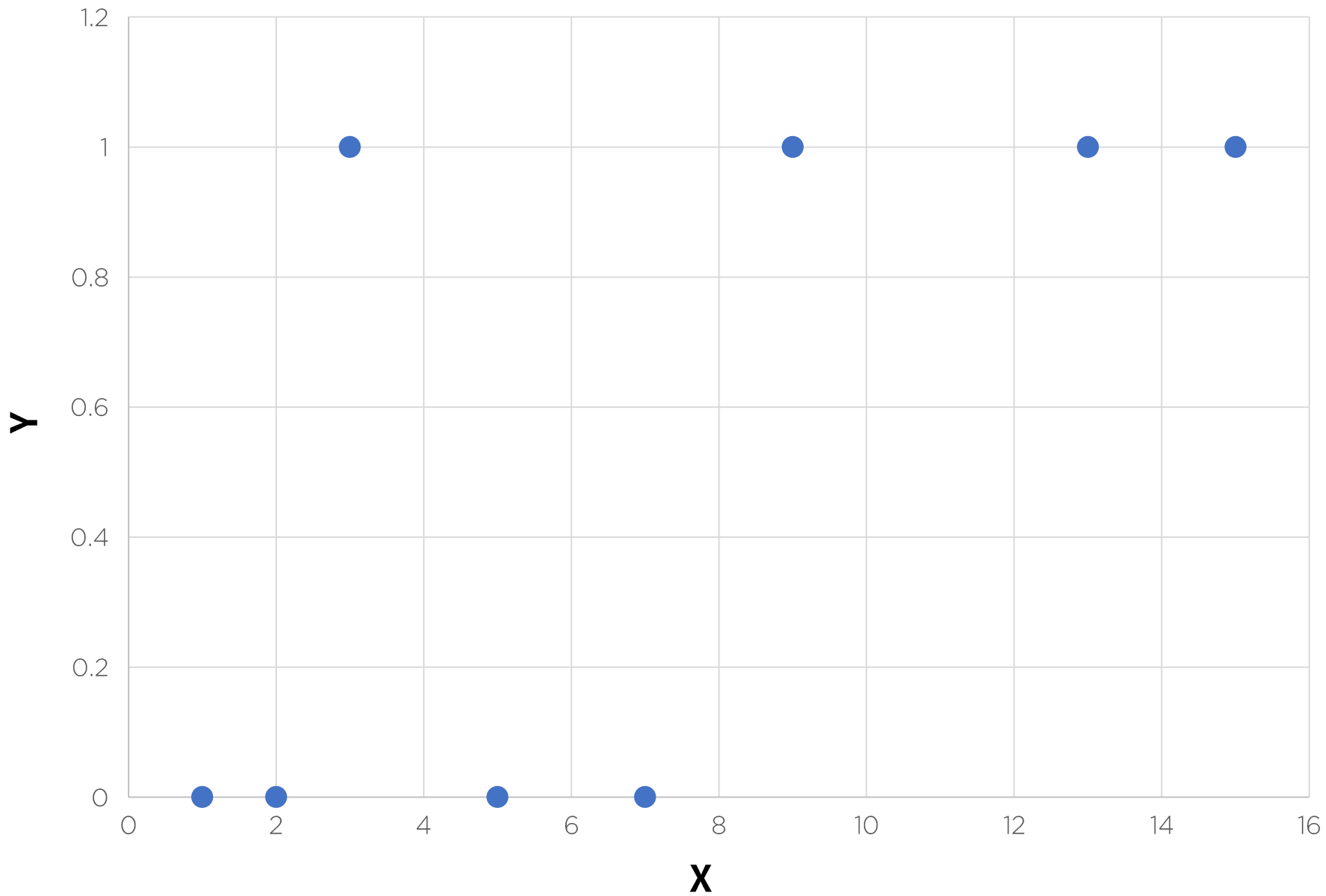
분석의 목적

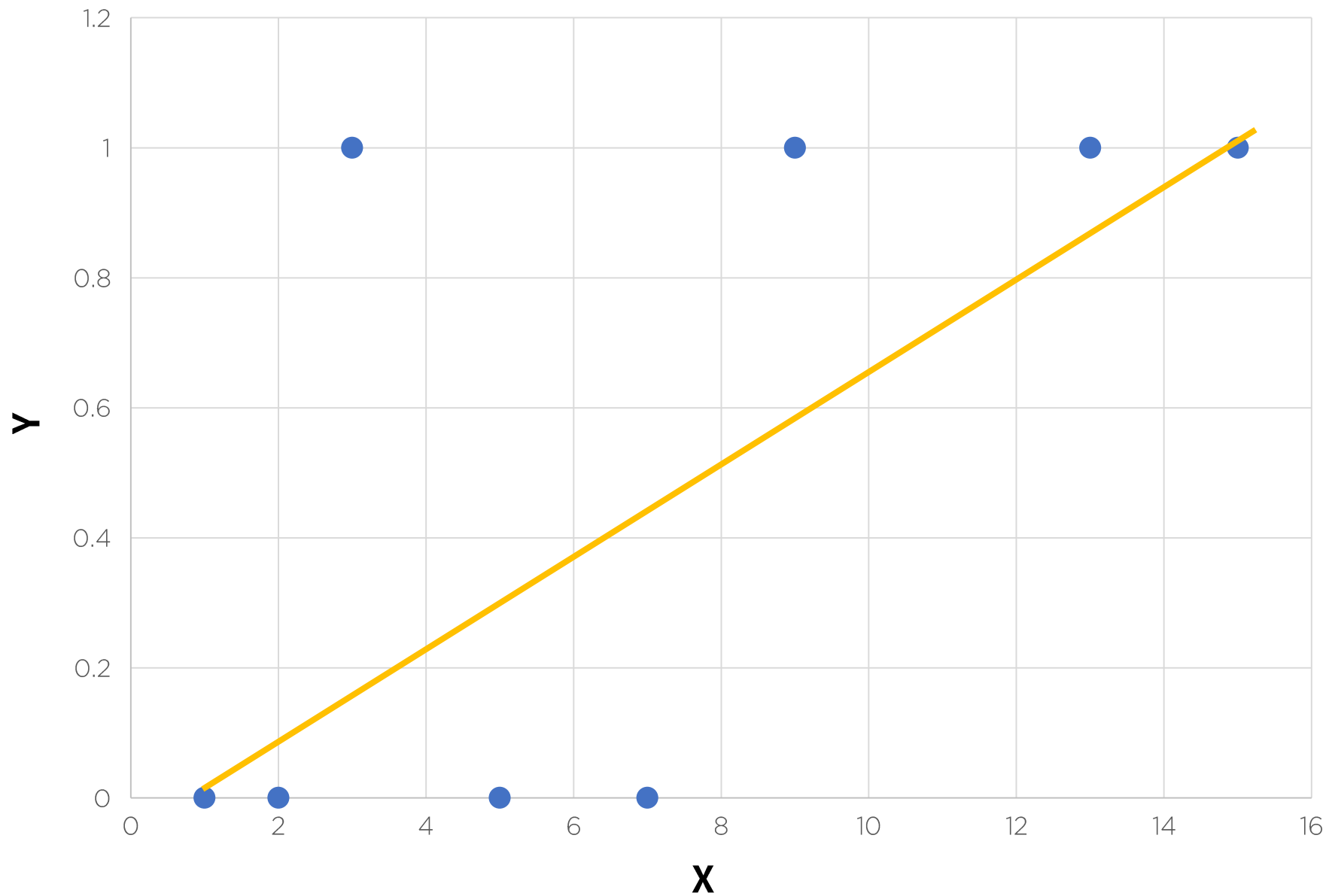
Logistic Regression을 사용하여 고객별 광고 반응율을 예측

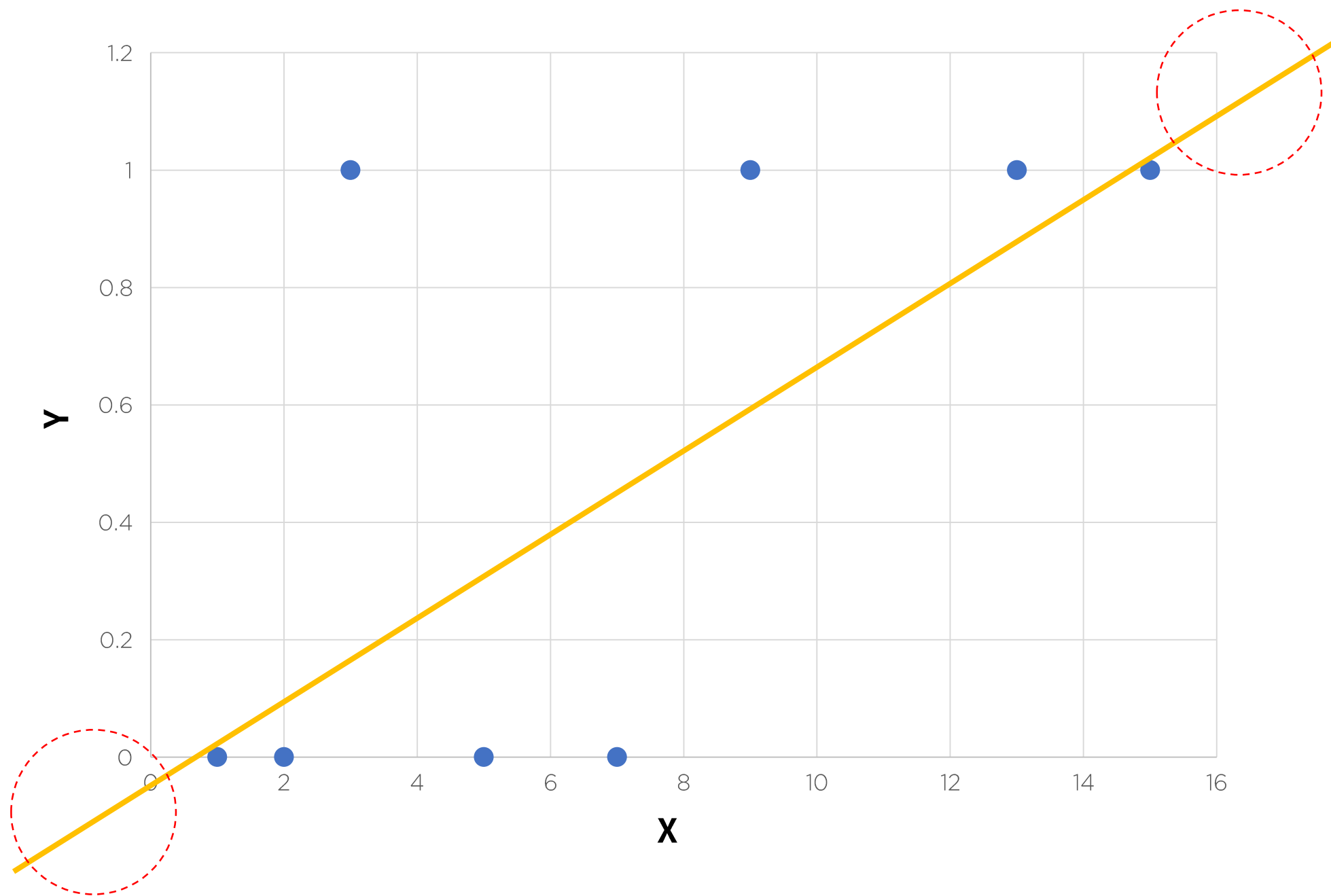


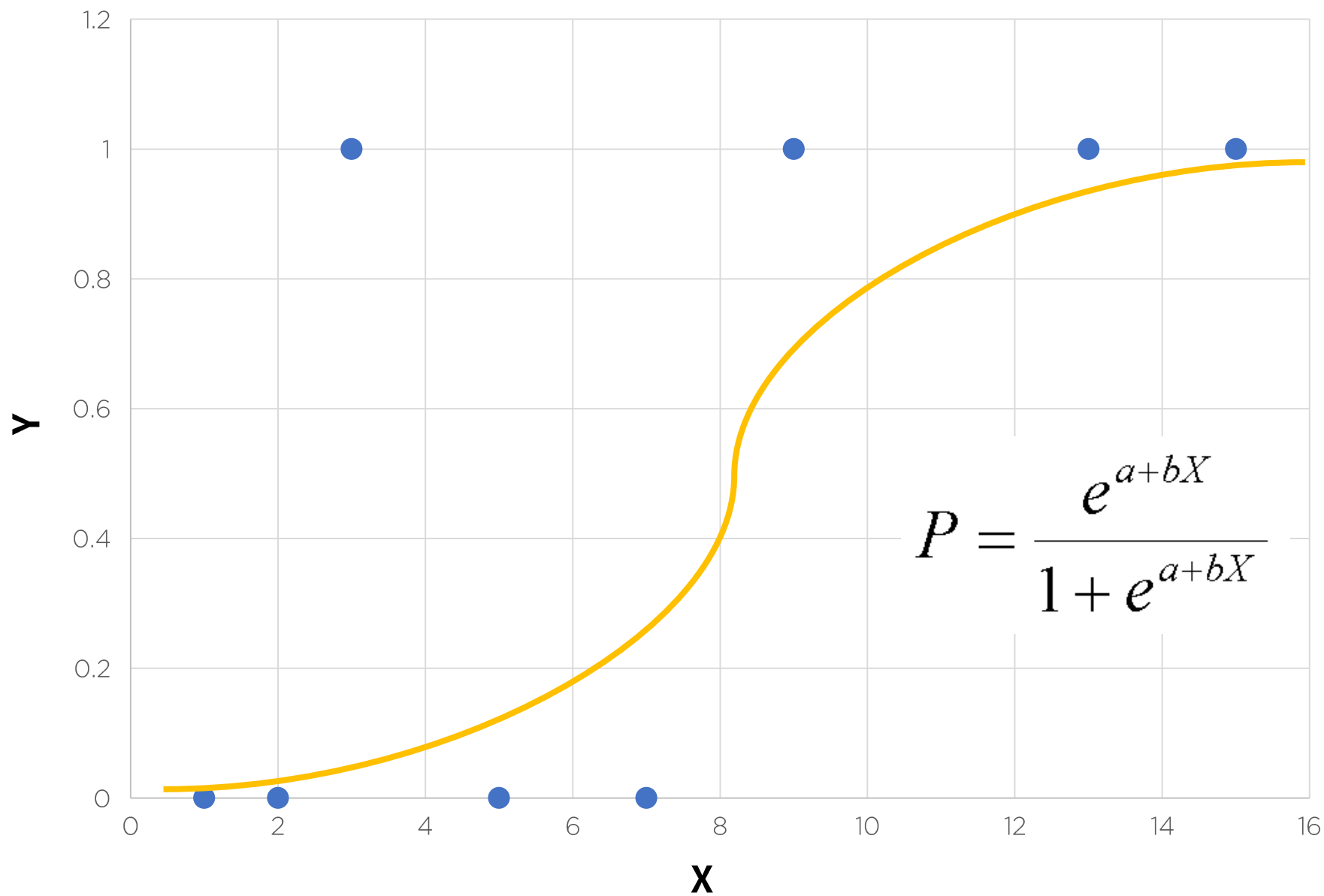
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Logistic Regression의 원리









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Binary Classification이란?

Yes or No, 2가지의 값으로 분류하는 것

0과 1로 나타내며,
예측치는 %로 표현 가능

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Confusion Matrix와 Type-1, Type-2 Error

예측값

실제값

	0	1
0	98	8
1	12	88

예측값

실제값

	0	1
0	98 TN	8 FP
1	12 FN	88 TP

예측값

실제값

	0	1
0	98	Type 1 8
1	Type 2 12	88