**Capstone3 Project Proposal**

**Real Time Bidding Project**

Valassis Digital has run a digital advertising campaign for one of our clients, targeting mobile users in the Southeast. The goal of the campaign was to drive conversions - users clicking through the ad and accepting our client's offer. To execute this campaign, we built an audience of target users based on historical information about the likelihood to convert.

The goal of this project is to exploratory the distributions related to requests and the users targeted, to analyze the possibility to convert between test and control groups, to evaluate the chance to convert retargeting users, and finally to predict the convert possibility by using machine learning models.