

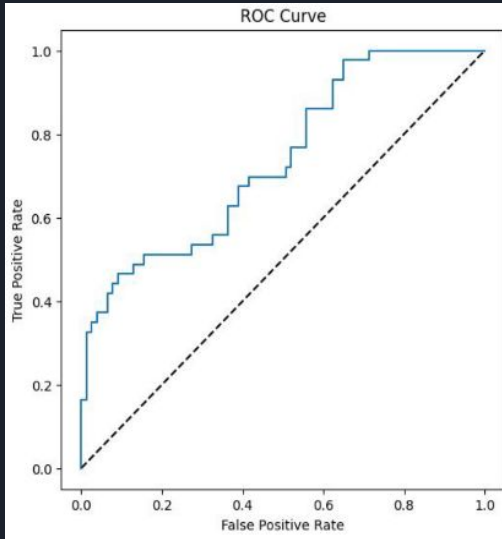
# Logistic Regression on Ads Dataset - Effect of Standard Scaler

We have a data set of 400 data points. The data set consists of features like User ID, Gender, Age, Estimated Income, and if the user purchased a product that was shown on its social media feed.

We want to use model that can predict the purchase or not of a product. Also, we will see the effect using a standard scaler on the data will have on our ROC, AUC and  $R^2$ .

We ran logistic regressions on the raw data, then ran LR on the scaled data.

**Raw Data**



From this, we see that the model became better after we scaled the data.

**Scaled Data**

