Predict Clicked Ads Customer Classification by using Machine Learning

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Rakamin Academy
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“Geophysical engineering graduates who diligently want to fulfil a role where intellectual, integrity, and curiosity are highly valued. Motivated, able to research, design, implement new features and learn various software. Skill handling problems with unique ways to develop innovative solutions. Proficient using Python, SQL, Tableau and other statistical tools for data multi purposes. Looking for opportunities in data analyst, data science, data engineer and Business Intelligence. ”

Data Modeling

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```
# Experiment 1 : Modelling tanpa Normalisasi/Standarisasi
```

	model_name	model	accuracy	recall	precision
0	K-Nearest Neighbor	KNeighborsClassifier()	0.696667	0.640000	0.721805
1	Logistic Regression	LogisticRegression()	0.500000	0.000000	0.000000
2	Decision Tree	DecisionTreeClassifier()	0.946667	0.926667	0.965278
3	Random Forest	(DecisionTreeClassifier(max_features='auto', r...	0.940000	0.920000	0.958333
4	Gradient Boosting	([DecisionTreeRegressor(criterion='friedman_ms...	0.933333	0.913333	0.951389
5	Ada Boost	(DecisionTreeClassifier(max_depth=1, random_st...	0.940000	0.913333	0.964789
6	SVC	SVC()	0.723333	0.566667	0.825243

Untuk selengkapnya, dapat melihat jupyter notebook disini

Data Modeling

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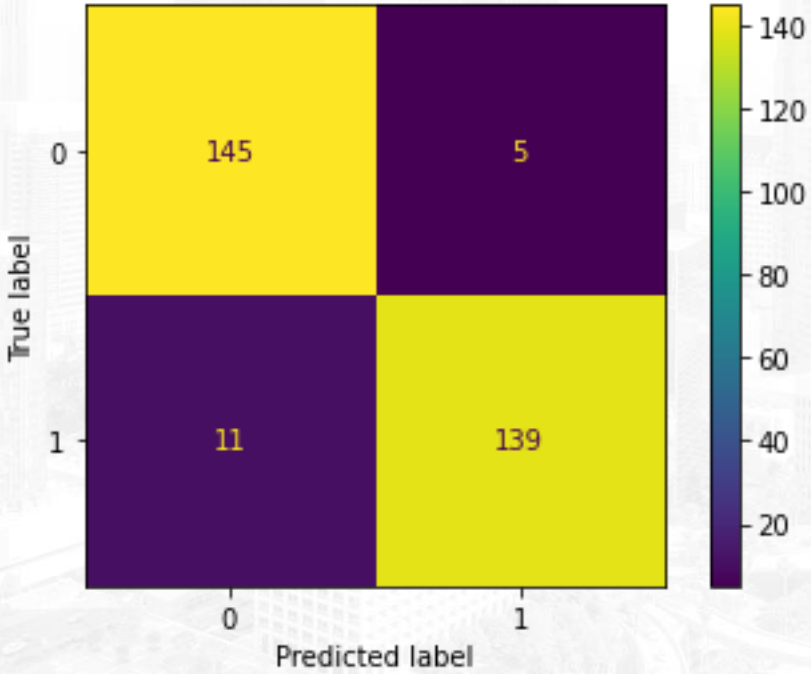
Experiment 2 : Modelling dengan Normalisasi/Standarisasi

```
result2
```

	model_name	model	accuracy	recall	precision
0	K-Nearest Neighbor	KNeighborsClassifier()	0.800000	0.740000	0.840909
1	Logistic Regression	LogisticRegression()	0.940000	0.900000	0.978261
2	Decision Tree	DecisionTreeClassifier()	0.940000	0.926667	0.952055
3	Random Forest	(DecisionTreeClassifier(max_features='auto', r...	0.946667	0.926667	0.965278
4	Gradient Boosting	([DecisionTreeRegressor(criterion='friedman_ms...	0.930000	0.913333	0.944828
5	Ada Boost	(DecisionTreeClassifier(max_depth=1, random_st...	0.940000	0.913333	0.964789
6	SVC	SVC()	0.940000	0.900000	0.978261

Untuk selengkapnya, dapat melihat jupyter notebook disini

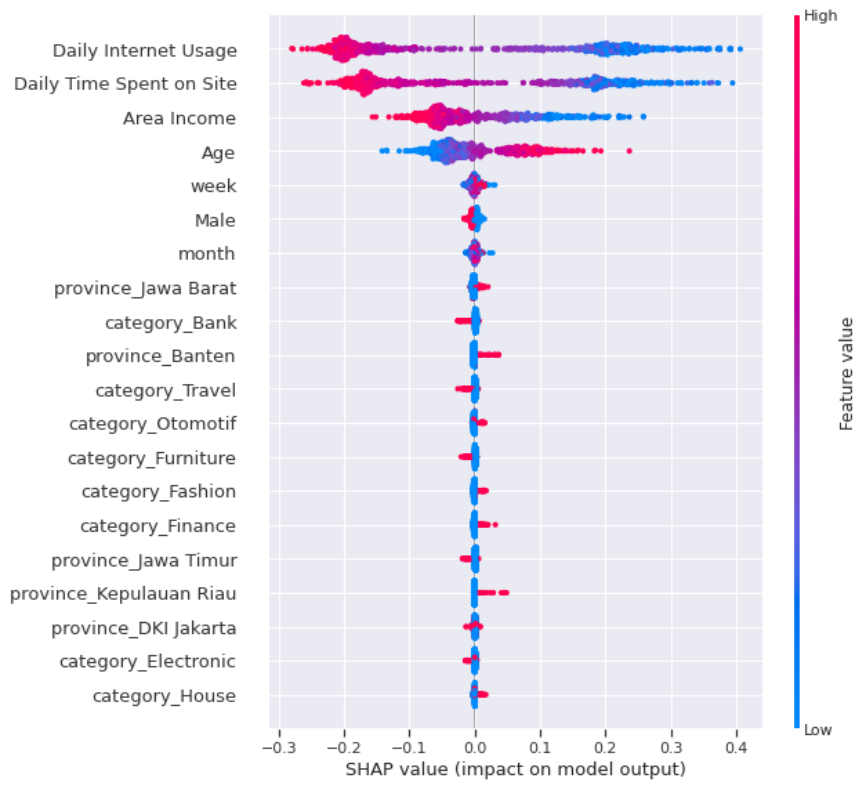
Confusion Matrix Random Forest



Untuk selengkapnya, dapat melihat jupyter notebook disini

Data Modeling

feature_importance using shap Value



Untuk selengkapnya, dapat melihat jupyter notebook disini