**Ads Click Through Rate Prediction**

Ads Click Through Rate is the ratio of how many users clicked on your ad to how many users viewed your ad.

Analysing the click-through rate help companies in finding the best ad for their target audience.

Ads Click-through rate prediction means predicting whether the user will click on the ad.

Click-through rate is the ratio of users who clicked on an ad/link to the number of total users who left impressions on the ad/link. In simple words, clicks ÷ impressions = CTR.

Analysing the click-through rate helps companies determine the types of people most likely to click on their ads. A high CTR gives validation to your advertising strategies.

Below are all the features in the dataset:

1. Daily Time Spent on Site: the daily timespan of the user on the website;
2. Age: the age of the user;
3. Area Income: the average income in the area of the user;
4. Daily Internet Usage: the daily internet usage of the user;
5. Ad Topic Line: the title of the ad;
6. City: the city of the user;
7. Gender: the gender of the user;
8. Country: the country of the user;
9. Timestamp: the time when the user visited the website;
10. Clicked on Ad: 1 if the user clicked on the ad, otherwise 0;

The “Clicked on Ad” column is the target variable in the dataset. You are required to analyse the click-through rate of this marketing campaign to find relationships between user characteristics and the click-through rate.