**Step 2.1 - Model walkthrough (Model setup, Transformation & Model iteration)**

Do select the **Model duration** from June 1st 2021 to Oct 31st 2021.

Required variables to input:

1. Initially input base variables (Click on “Weekend effect” and move all the variables to the right pane (selected measures Pane)

R-SQ 39.0 %; MAPE 93.7%

\*\*\*Mention about current RSQ & MAPE and proceed to adding one media variable\*\*\*

1. Select **DigitalImp\_Google\_UAC1\_0\_Sep\_Oct**🡪 apply gamma transformation decay (0.2), DOF (3), Weeks (7)
2. \*\*\*Mention how the RSQ & MAPE have slightly changed and proceed to adding another media variable\*\*\*
3. Select **DigitalImp\_FB\_AEO\_Sep\_Oct🡪** apply gamma transformation decay (0.4), DOF (2), Weeks (20)
4. **\*\*\***Talk about how the RSQ & MAPE and highlight how the **(DigitalImp\_Google\_UAC1\_0\_Sep\_Oct)** media variable has taken up a negative coefficient\*\*\*
5. **\*\*\***Remove FB data & highlight how Google has taken up a positive coefficient now but also highlight that the RSQ has decreased\*\*\*
6. Now we shall use the positive coefficient of Google as its prior and give it a 20% standard deviation & also include the FB tactic along with it.
7. Mention how the RSQ has improved from the previous iteration and both FB & YT have taken up a positive coefficient\*\*\*
8. This is one way of arriving at a coefficient and these coefficients could be validating the contribution % with the spend share % of each of the tactic and make sure that it makes business sense along with a good model fit.

**Platform Details:**

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