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

Required variables to input:

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

R-SQ 91.4 %; MAPE 46.0%

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

\*\* We added all the variables which belongs to updates because we see that most of the spikes in the model are driven by the updates. once we start adding the media variables KPI will be distributed across all inputted variables

1. Select **FB\_Ap\_June** 🡪 apply gamma transformation decay (0.2), DOF (1), Weeks (7)
2. \*\*\*Mention how the RSQ & MAPE have slightly changed and proceed to adding another media variable\*\*\*
3. Select **YT\_Ap\_June 🡪** apply gamma transformation decay (0.3), DOF (1), Weeks (7)
4. **\*\*\***Talk about how the RSQ & MAPE and highlight how the **(FB\_Ap\_June)** media variable has taken up a negative coefficient\*\*\*
5. **\*\*\***Remove YT data & highlight how FB has taken up a positive coefficient now but also highlight that the RSQ has decreased\*\*\*
6. Now we shall use the positive coefficient of FB as its prior and give it a 20% standard deviation & also include the YT 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.