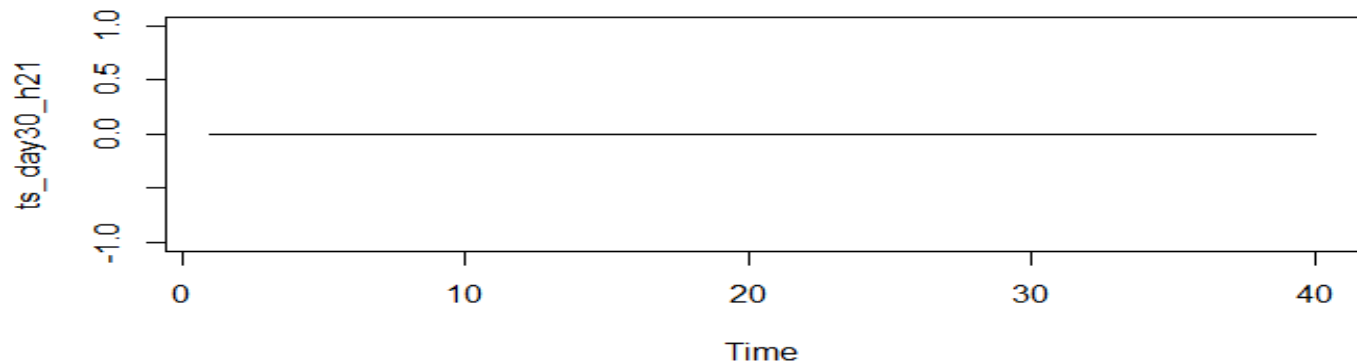# ATTRIBUTION MODELING

HOW TO ATTRIBUTE CONTRIBUTION TO TV AD USING REVENUE AND COUNTS FOR A TIME SERIES ANALYSIS
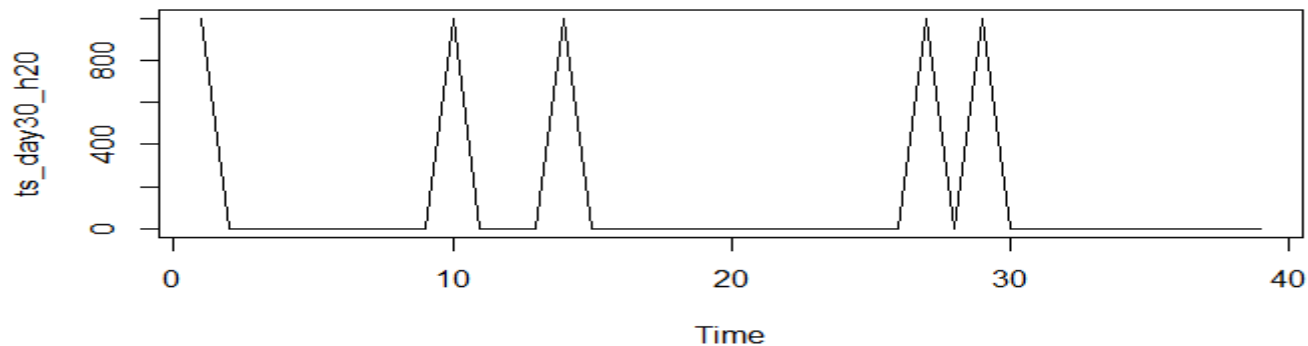
By

Akano, Keside

VISUALIZATION OF RESULTS WITH REVENUE
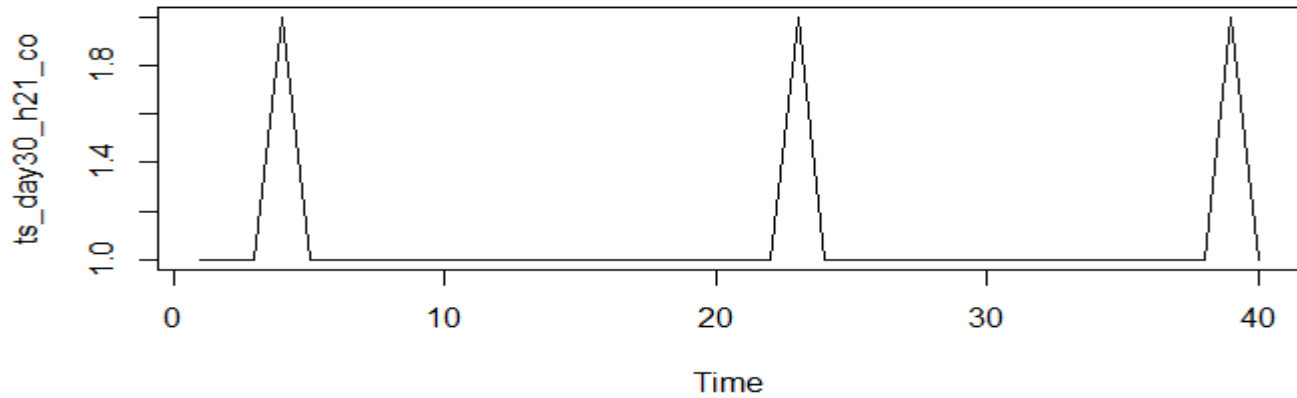
VISUALIZATION OF RESULTS WITH COUNTS
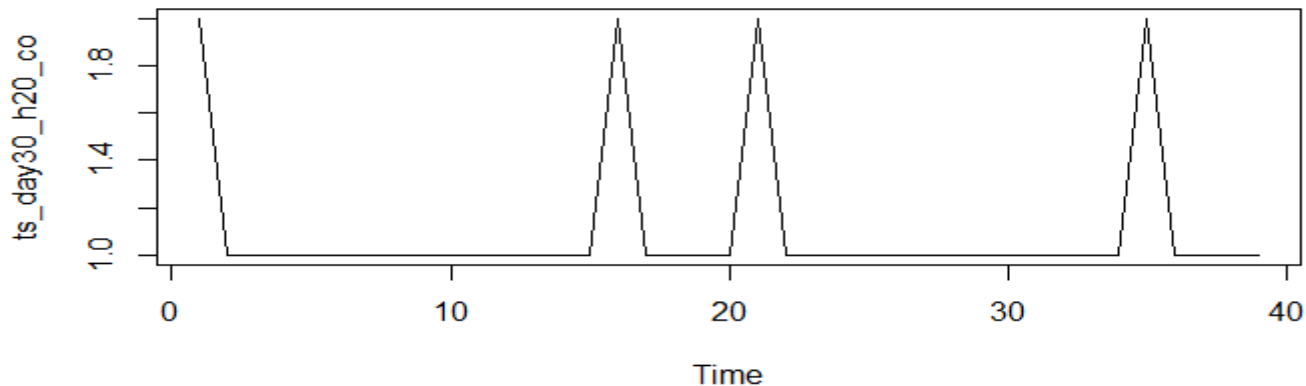

DAY ➡ 30
HOUR ➡ 21
Mins ➡ 0 - 40

DAY ➡ 30
HOUR ➡ 20
Mins ➡ 0 - 40

CONCLUSION

- Attributing contribution to varies from day to day depending on the hour and minute. Different days, hours and minutes has different contribution.

- I observed that using revenue and count of cookies and session to attribute contribution also varies, meaning that counts does not vividly show if a customer watched TV advert but the revenue.   However, counts also get you insight on how to improve your strategy by identifying the hidden patterns for neccessary business improvement.

- Finally, its better to granulate the data to the lowest possible means to uncover large chunks.