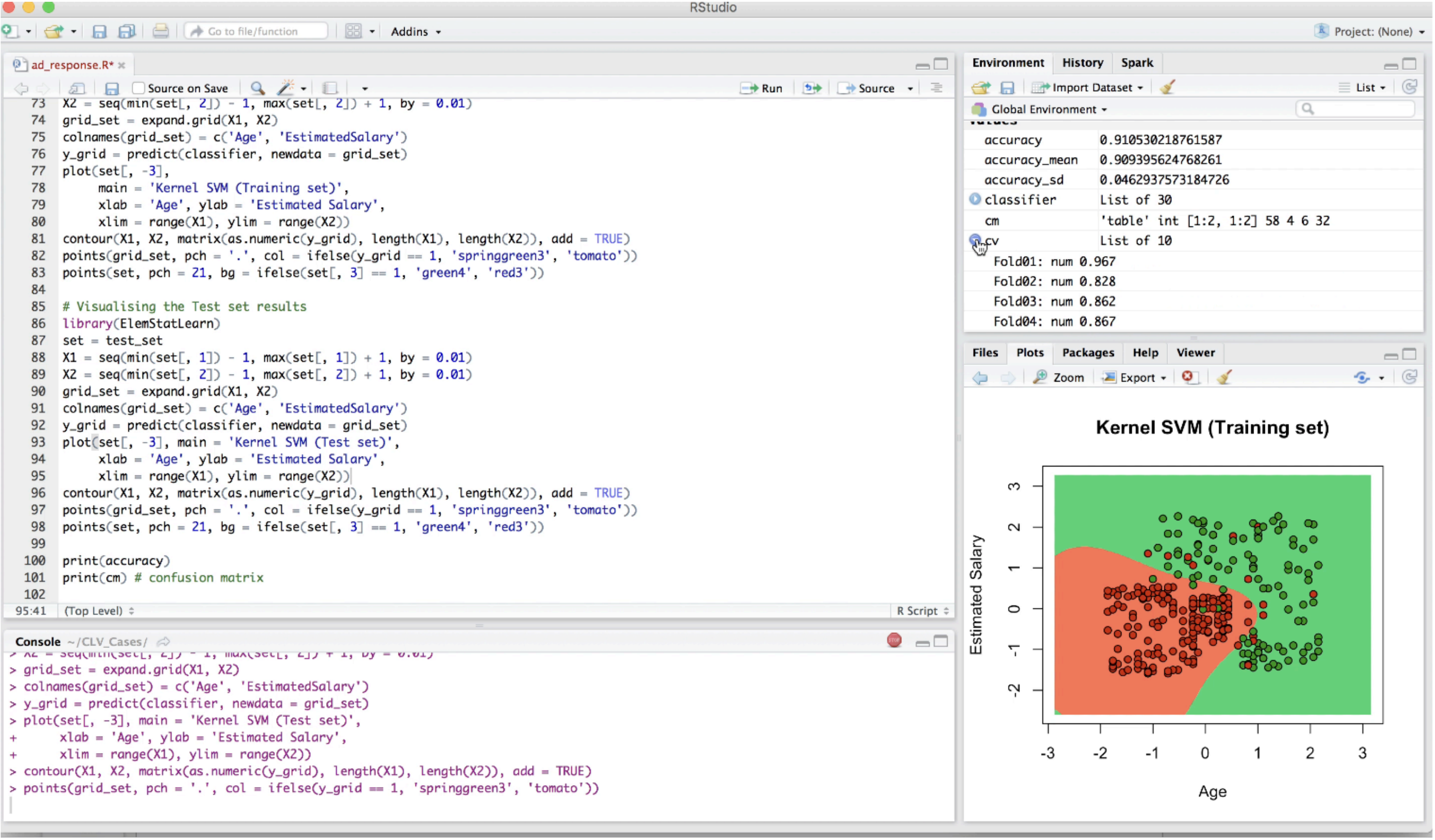




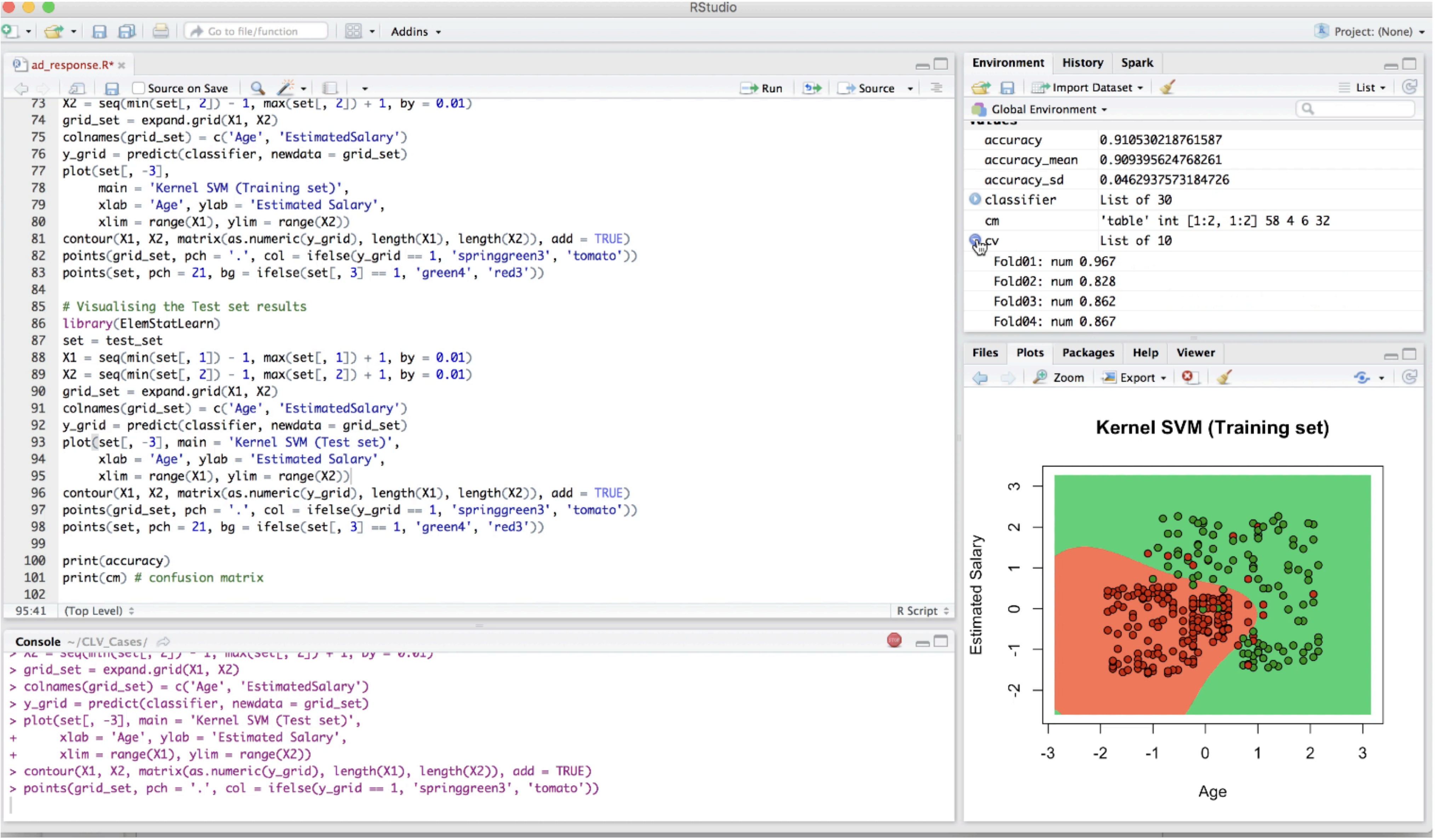
Prof. Dr. Jan Krüger



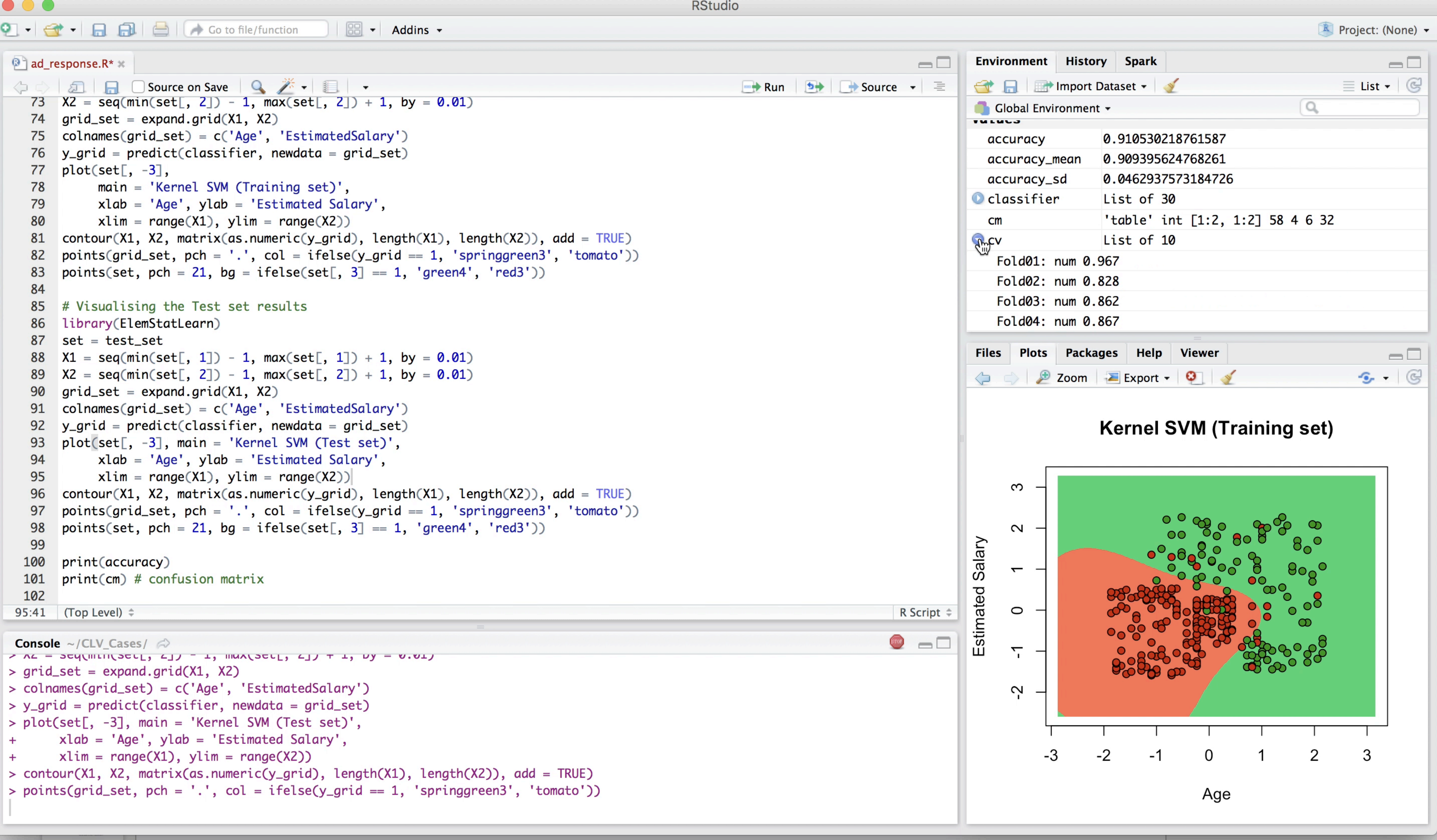








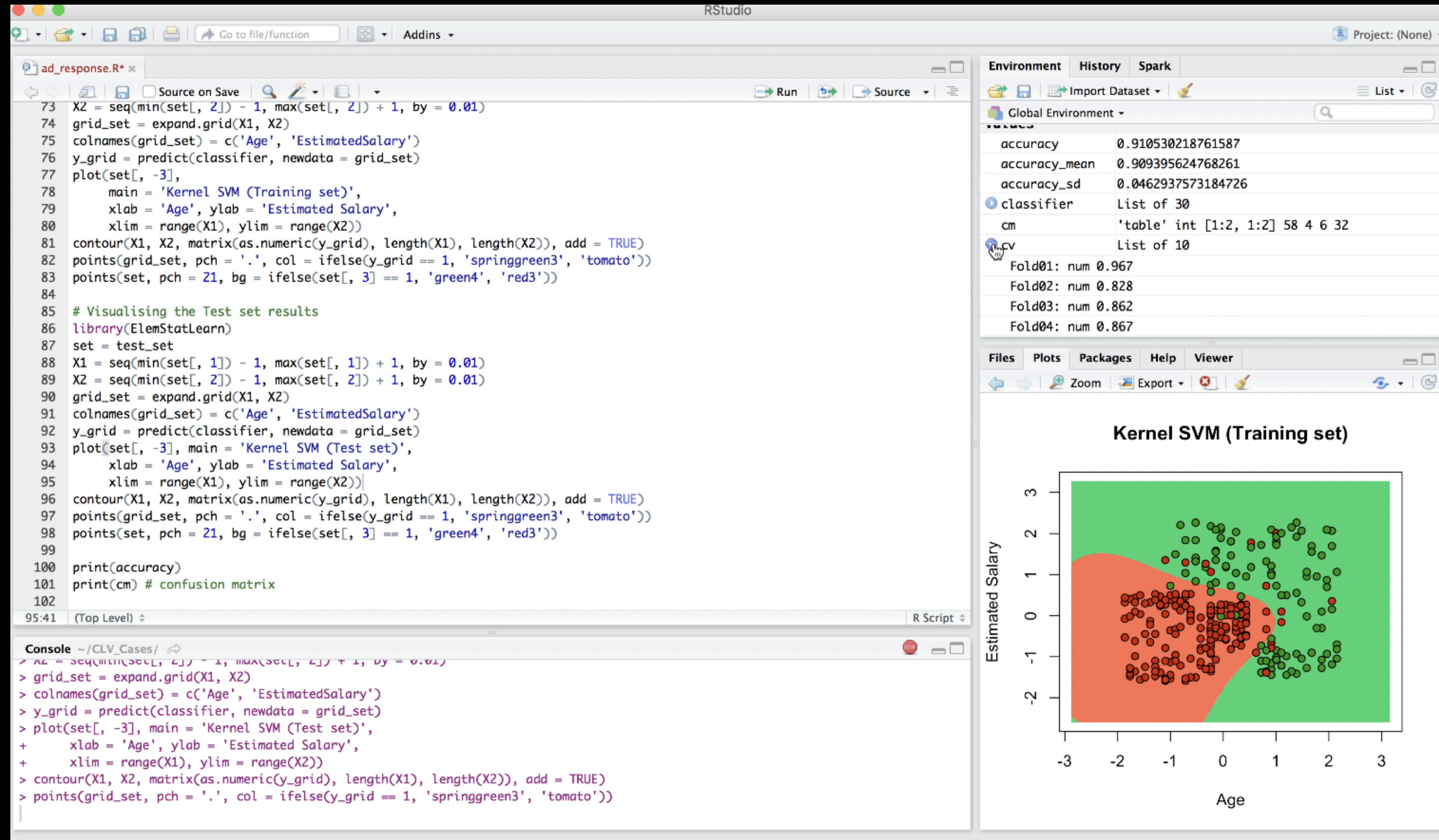






# OFFER/CONTACT-OPTIMIZATION WITH SVM

- **Task:** Identify users who are open to a specific offer
- **Data:** Ad-click of Social Network Users
- **Model:** Kernel Support Vector Machine (SVM)
- **Validation:** k-Fold Cross Validation





# R FOR DATA SCIENCE

## Natural Language Processing