Работа с переменными

0 1 2 3 4
5 6 7 8 9

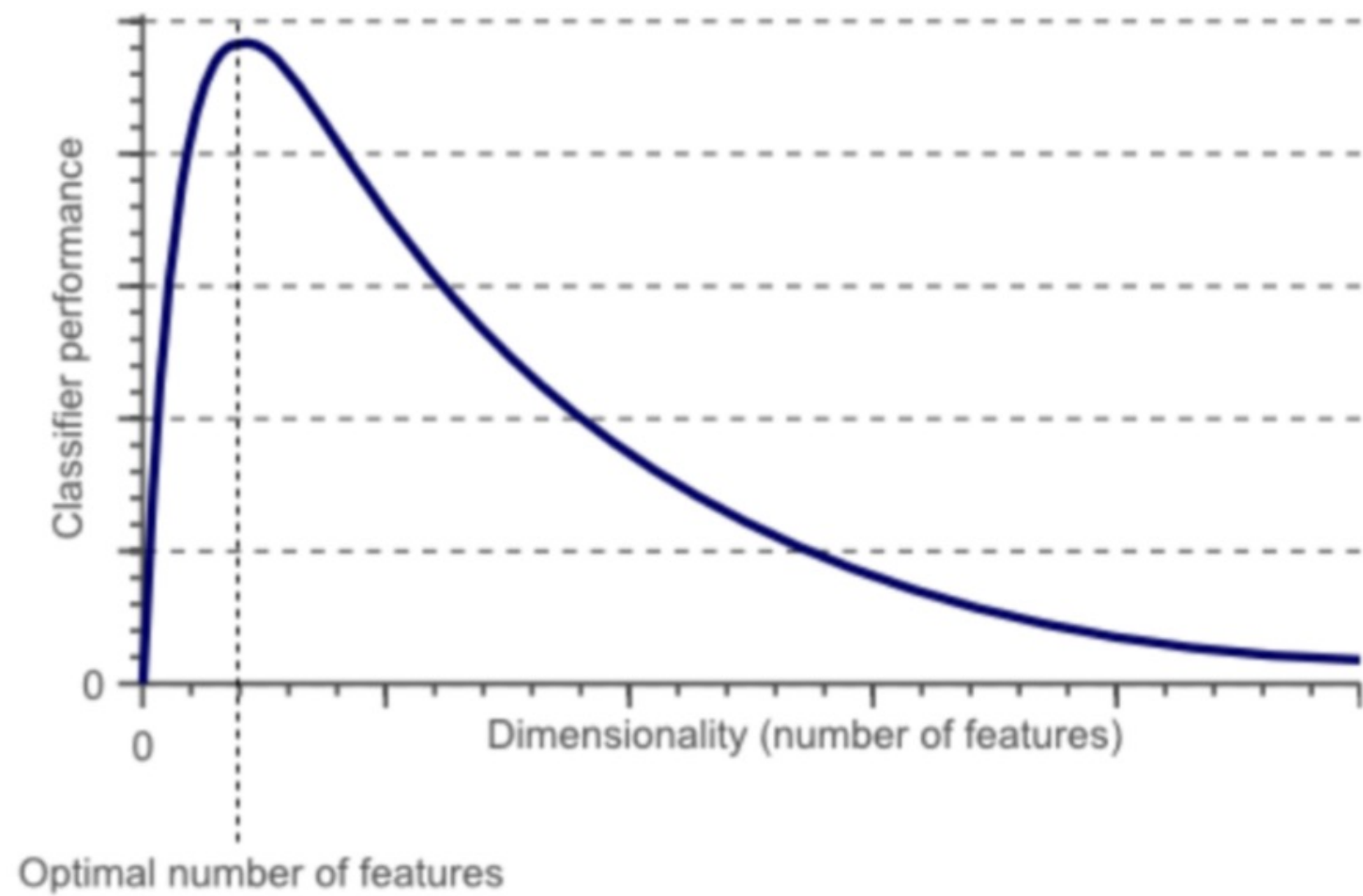yes

no
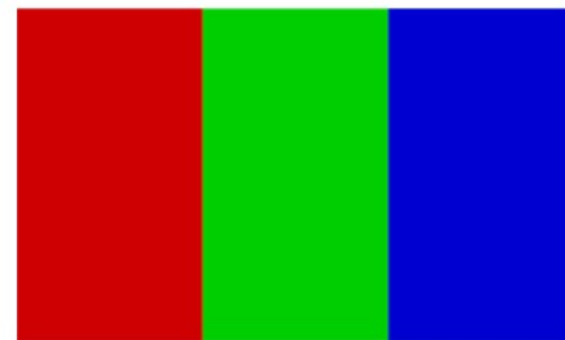
Company Name	Categorical value	Price
VW	1	20.000
Acura	2	10.011
Honda	3	50.000
Honda	3	10.000

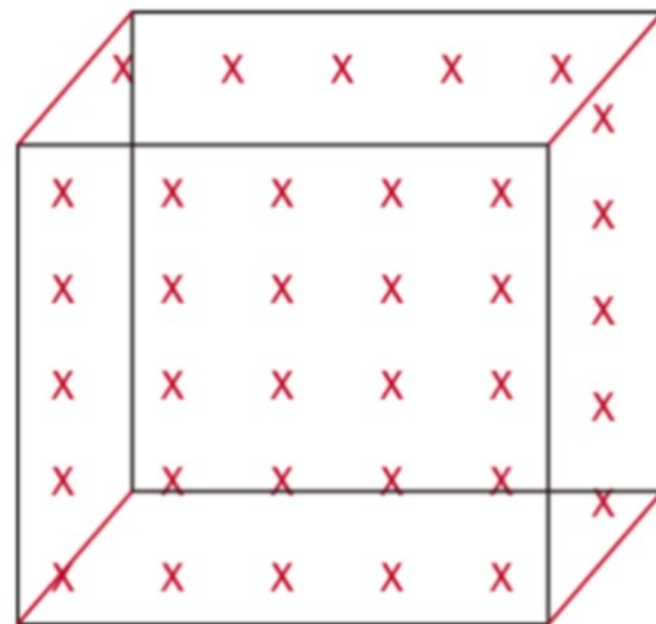| VW	Acura	Honda	Price
1	0	0	20.000
0	1	0	10.011
0	0	1	50.000
0	0	1	10.000

Одно измерение - 5 точек   Два измерение - 25 точек   Три измерения - 125 точек

BINS TO NUMBER
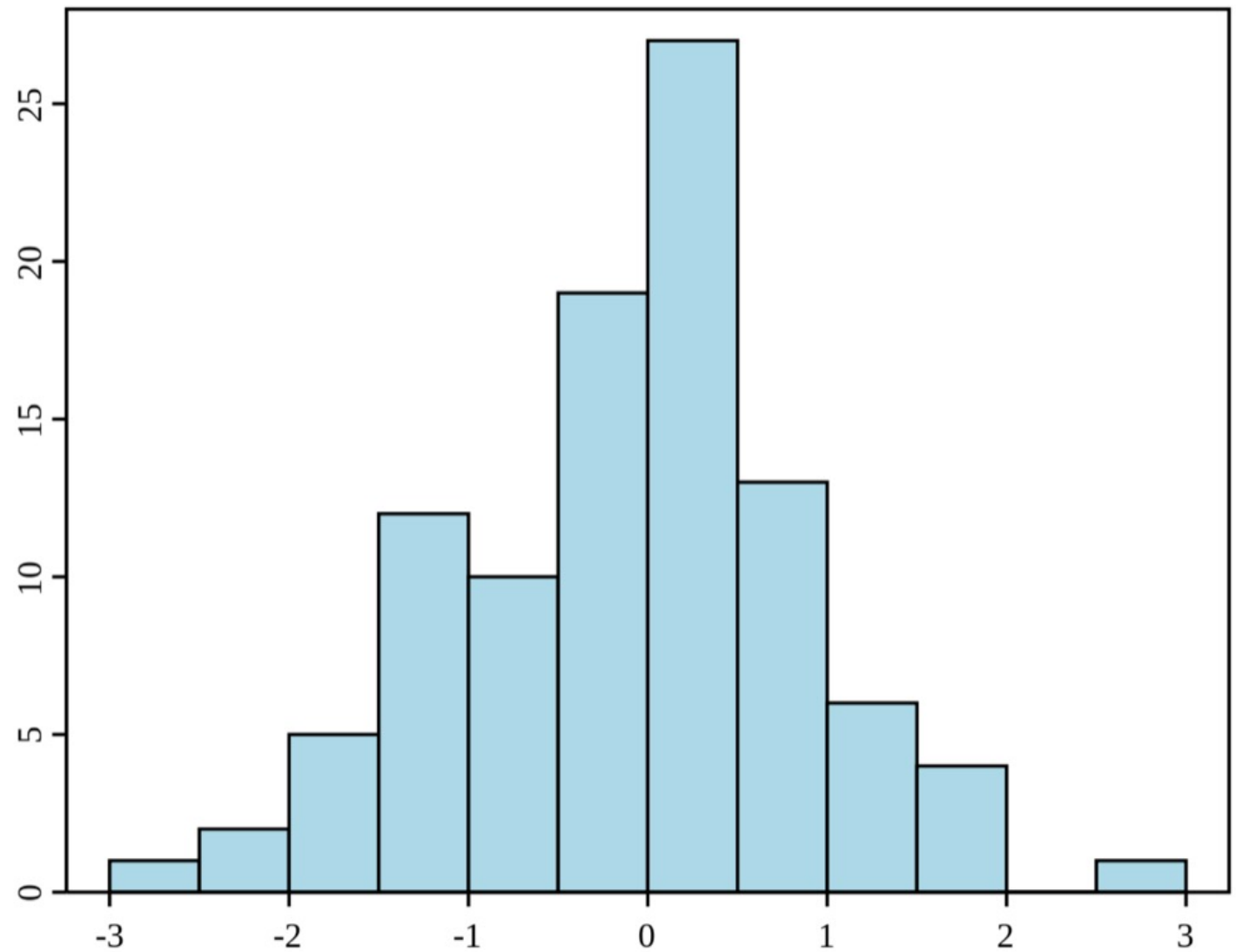
BINS TO NUMBER

User_ID	Product_ID	Gender	Age	
1000001	P00069042	F	0-17	
1000001	P00248942	F	0-17	
1000001	P00087842	F	0-17	
1000001	P00085442	F	0-17	
1000002	P00285442	M	55+	
1000003	P00193542	M	26-35	
1000004	P00184942	M	46-50	
1000004	P00346142	M	46-50	
1000004	P0097242	M	46-50	
1000005	P00274942	M	26-35	
1000005	P00251242	M	26-35	

Средняя или медиана

User_ID	Product_ID	Gender	Age	New_Age	Occ
1000001	P00069042	F	0-17	14	
1000001	P00248942	F	0-17	14	
1000001	P00087842	F	0-17	14	
1000001	P00085442	F	0-17	14	
1000002	P00285442	M	55+	60	
1000003	P00193542	M	26-35	30	
1000004	P00184942	M	46-50	47	
1000004	P00346142	M	46-50	47	
1000004	P0097242	M	46-50	47	
1000005	P00274942	M	26-35	30	
1000005	P00251242	M	26-35	30	

Верхняя или нижняя
граница

User_ID	Product_ID	Gender	Age	Lower_Age	Upper_Age	
1000001	P00069042	F	0-17	0	17	
1000001	P00248942	F	0-17	0	17	
1000001	P00087842	F	0-17	0	17	
1000001	P00085442	F	0-17	0	17	
1000002	P00285442	M	55+	55	80	
1000003	P00193542	M	26-35	26	35	
1000004	P00184942	M	46-50	46	50	
1000004	P00346142	M	46-50	46	50	
1000004	P0097242	M	46-50	46	50	
1000005	P00274942	M	26-35	26	35	
1000005	P00251242	M	26-35	26	35	

По доле таргетинга

По бизнес-логике

Based on Response Rate

Levels	Response_Rate	New_Level
HA014	98%	1
HA001	97%	1
HA003	93%	1
HA009	81%	2
HA015	75%	3
HA010	73%	3
HA006	66%	4
HA017	60%	4
HA007	49%	5
HA004	36%	6
HA005	31%	6
HA012	28%	7

Zip Code	District
110044	South Delhi
110048	South Delhi
110049	South Delhi
110006	North Delhi
110007	North Delhi
110058	West Delhi
110059	West Delhi
110063	West Delhi
110064	West Delhi