Overview of Naïve Bayes Example

Dataset Link:

<https://www.kaggle.com/utsav15/social-network-ads>

Dataset Content:

This dataset contains 5 columns. These columns give us information about the gender of the users, their age, their annual salary and if they purchased a product using an ad in social media or not.

Problem:

We are working for a marketing company and we would like to know the probability of users buying a product from an ad in social media.

Solution:

We want to develop a classification model using Naïve Bayes which allows us to classify with accuracy if the users purchased a product using a social media advertisement or not.

Variables:

Independent variable 🡪 Age, Salary

Dependent variable 🡪 Purchased the Product (0) or Not (1)