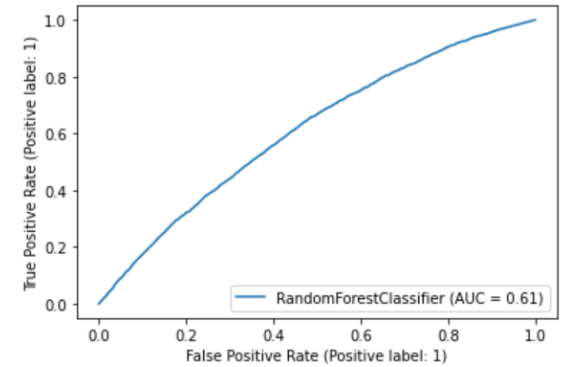
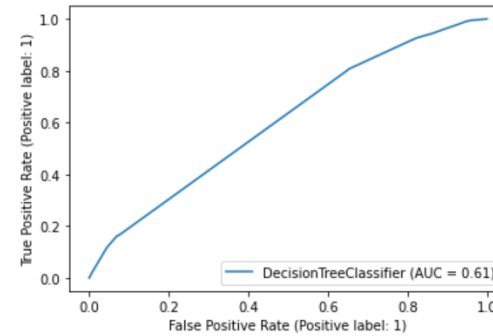


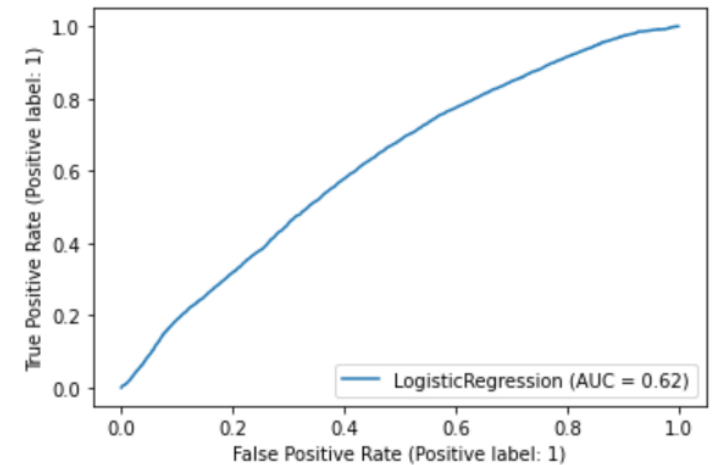


Click-through rate (CTR) prediction

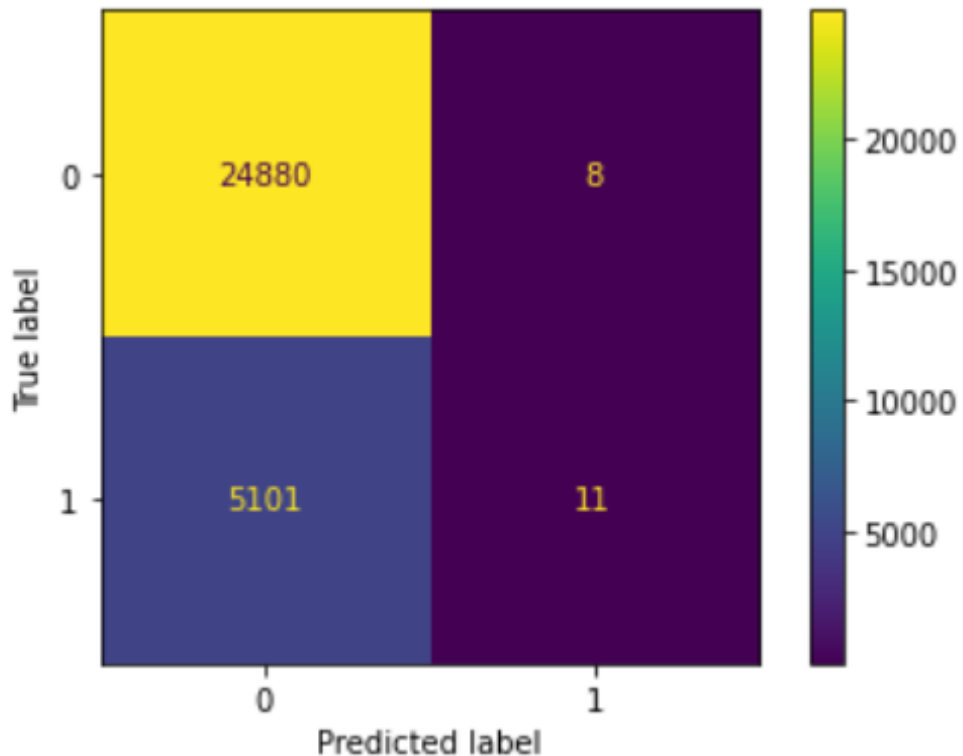
Compare which methods work best based on the evaluation metrics



Model	Accuracy
Logistic Regression	0.83
Decision Tree(after hyper tuning)	0.83
Random forest	0.82



Implications of errors made in the prediction by the model



As **ROC score and accuracy** is good for Logistic regression algorithm, let investigate its confusion matrix:

- Model is not able to predict 5101 click, which means they will not so much lose in advertisement as there is 24880 correct prediction of not click in site.
- As data contain all 17% of click rate to train our model, so 11 is good number to predict correctly



Thank you