5.10 CTR预估-案例分析

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2017年11月

► 大纲

- CTR出现的背景
- Logstic回归（LR）
- 因子分解机（FM/FFM）
- **案例分析**

Kaggle Criteo solution: GBDT+FFM

- 竞赛主页：Display Advertising Challenge
- 数据
  - Label - Target variable that indicates if an ad was clicked (1) or not (0).
  - I1-I13 - A total of 13 columns of integer features (mostly count features).
  - C1-C26 - A total of 26 columns of categorical features. The values of these features have been hashed onto 32 bits for anonymization purposes.

- Rank 1: 3 Idiots' Approach for Display Advertising Challenge
  - PPT：https://www.csie.ntu.edu.tw/~r01922136/kaggle-2014-criteo.pdf
  - 代码：https://github.com/guestwalk/kaggle-2014-criteo

https://www.kaggle.com/c/criteo-display-ad-challenge

THANK YOU