# About the data set

When we participate in an ad auction, we use a variety of data to determine if we should bid and how much to bid. We have pulled data from a subset of cookies seen in auctions during one week. The cookies we have provided belong to one of 3 organizations. For the users where we’ve exposed the organization, we’ve only exposed it as a blinded number, not what the actual organization is. Two of the organizations are well known tech companies. One organization is a college.

Here’s what you’re getting in the DataForCandidate.txt file:

* AdFormat: Dimensions of the ad shown.
* BidFeedbackId: unique event identifier
* Browser: browser the user was on when the ad rendered
* CreativeId: identifier for the content of the ad shown
* DeviceType: the device type of the user where the ad was rendered
* Frequency: Ignore
* Organization: One of 3 possible organizations, blinded. “???” means the organization was not exposed.
* LogEntryTime: UTC Time we logged the impression.
* OS: operating system of the user where the ad rendered
* OSFamily: operating system family of the user where the ad rendered
* ReferrerCategories: ???
* RenderingContext: the rendering context of the user where the ad rendered
* TemperatureInCelsius: temperature at the time and place where the ad was served
* WinningPriceCPMInBucks: How much we paid for the impression in dollars times 1,000.
* TDID: unique user identifier
* Site: site where the impression was served

# Deliverable

* 5 slides that present something interesting you learned from the data.
* Any code that you wrote to generate the information/insights in those slides.