

Advertisement Success Dataset

Content

- This dataset contains information about various advertisements.
- It is a collection of approximately 26,000 different instances of advertisements of different products aired in different countries.
- The data is present in a single csv file:
 - advertisement_success.csv - Dataset consisting of approximately 26,048 data samples.

Data Description:

Column	Description
id	Unique id for each row.
relationship_status	The relationship status of the most responsive customers to the advertisement.
industry	The industry to which the product belonged.
genre	The type of advertisement.
targeted_sex	Sex that was mainly targeted for the advertisement.
averageruntime(minutesper_week)	Minutes per week the advertisement was aired.
airtime	Time when the advertisement was aired.
airlocation	Country of origin.
ratings	Metric out of 1 which represents how much of the targeted demographic watched the advertisement.
expensive	A general measure of how expensive the product or service is that the ad is discussing.
moneybackguarantee	Whether or not the product offers a refund in the case of customer dissatisfaction.
netgain	Whether the ad will incur a gain or not when sold. [target]

Objective:

- This dataset is intended for binary classification tasks.
- Use this data set to train a model able to classify whether an ad will be profitable or not.