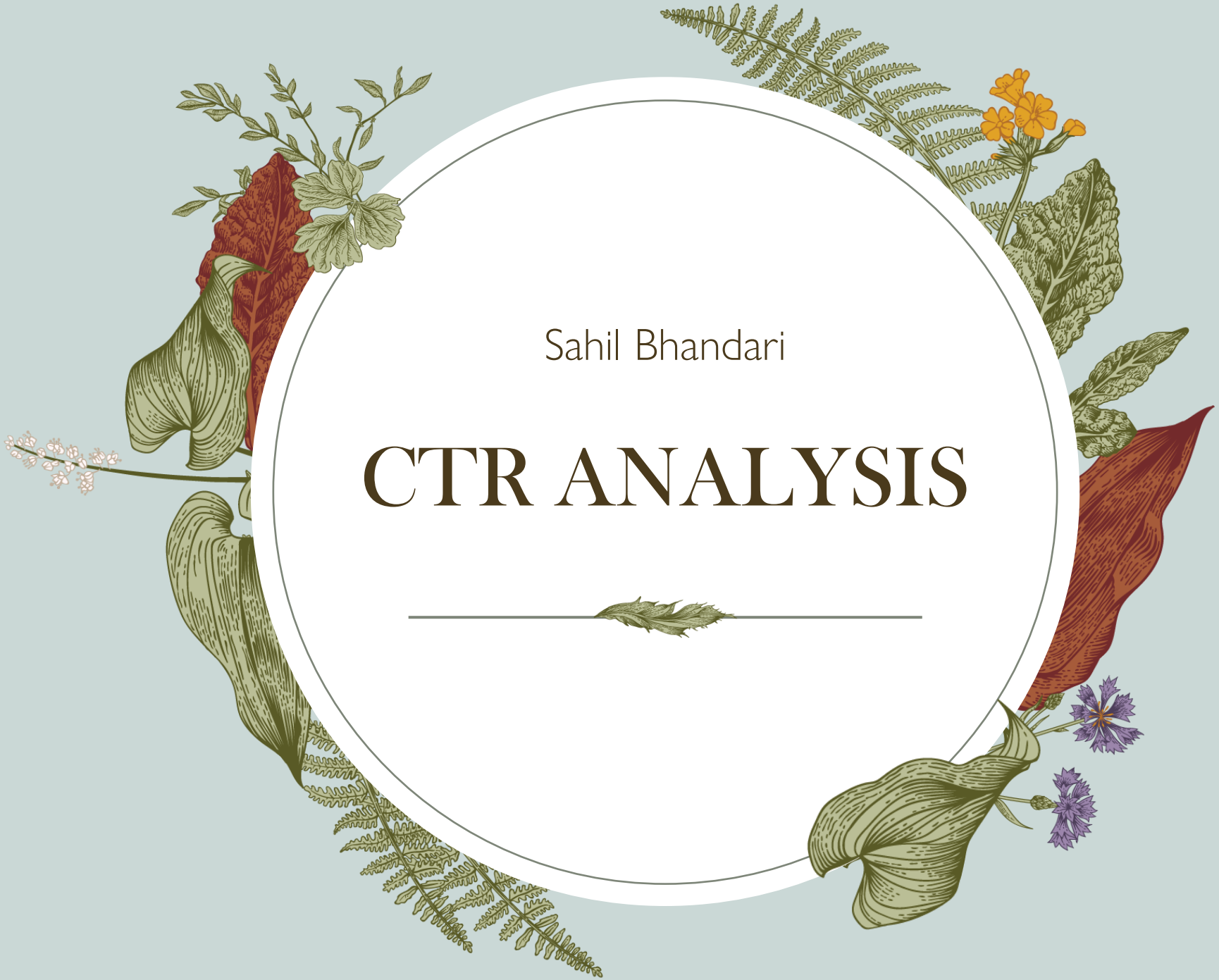

Sahil Bhandari

CTR ANALYSIS

Best Possible Model

DECISION TREES

Decision Tree solves the problem of machine learning by transforming the data into a tree representation. Each internal node of the tree representation denotes an attribute and each leaf node denotes a class label.

The Evaluation

Metrics Which I used

- The evaluation metric which I used were
- Confusion matrix
- Accuracy Score comparing Predicted and Actual Values

ERROR

The main errors in prediction was

- Our model was labeling people as true when they were indeed false
- So implication would be that we would be predicting the population which might not be interested but I think this might be better when compared with the alternative which is a person who would have clicked if given the chance

Thank you

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