

WHICH ALGORITHM

TRAIN-VALID-TEST SPLIT

- ▶ Time: 2016-08-01 ~ 2017-08-01 > 2017-11-01
- ▶ Ratio: 70% / 30%
- ▶ User Criteria:
 - ▶ More than 1 purchase
 - ▶ Test user having at least 1 purchase in- and out-side of test period (cold start)
 - ▶ Stratified on CV (Premium, Gold, Silver)

