

Logistic Regression on the Ads Data Set - Standard Scalar Effects on the Score

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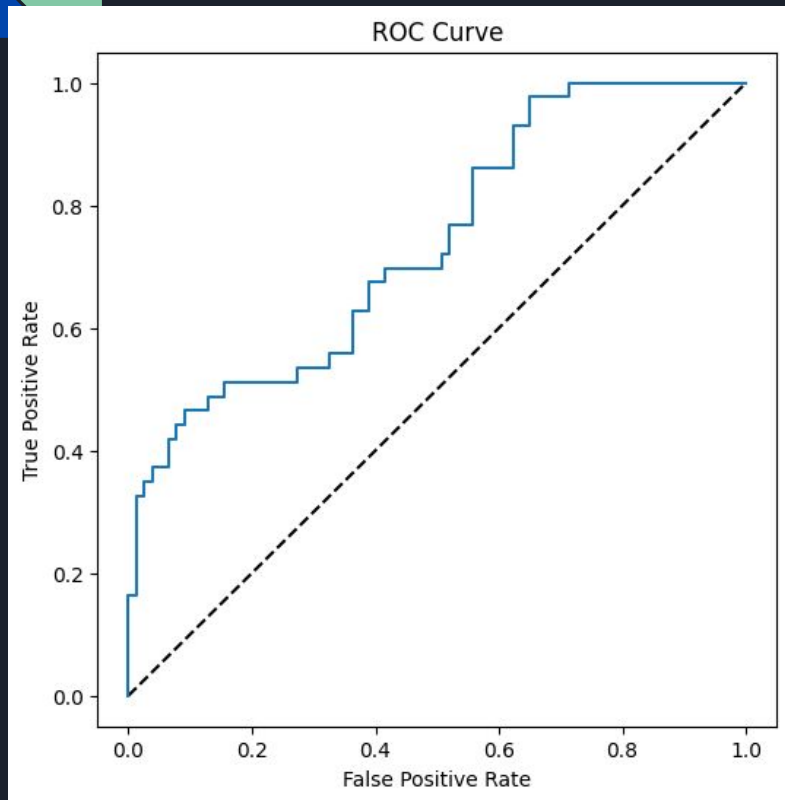


Problem Statement

We are tasked to create a model that would predict if a specific customer would purchase an add or not, based on a set of features they have.

We ran logistic regressions on the raw data and scaled data.

Raw Data -
AUC = 0.7375



Scaled Data -
AUC = 0.9338

