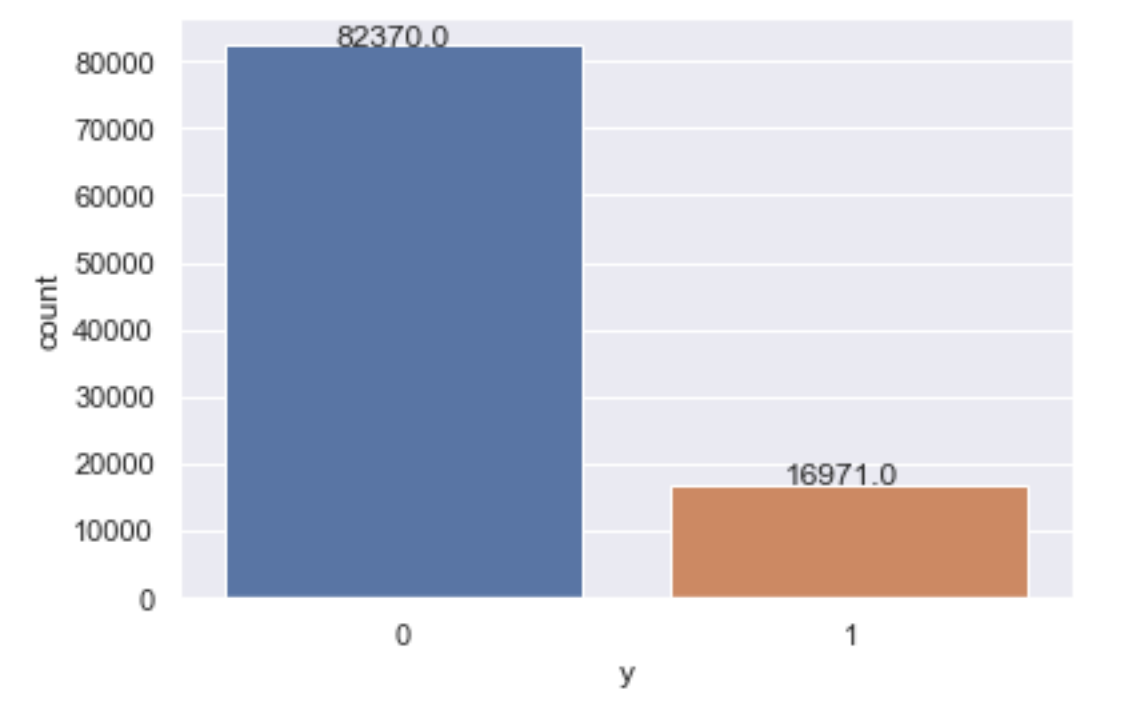
CLICK THROUGH RATE PREDICTION

- BY SAADIYA

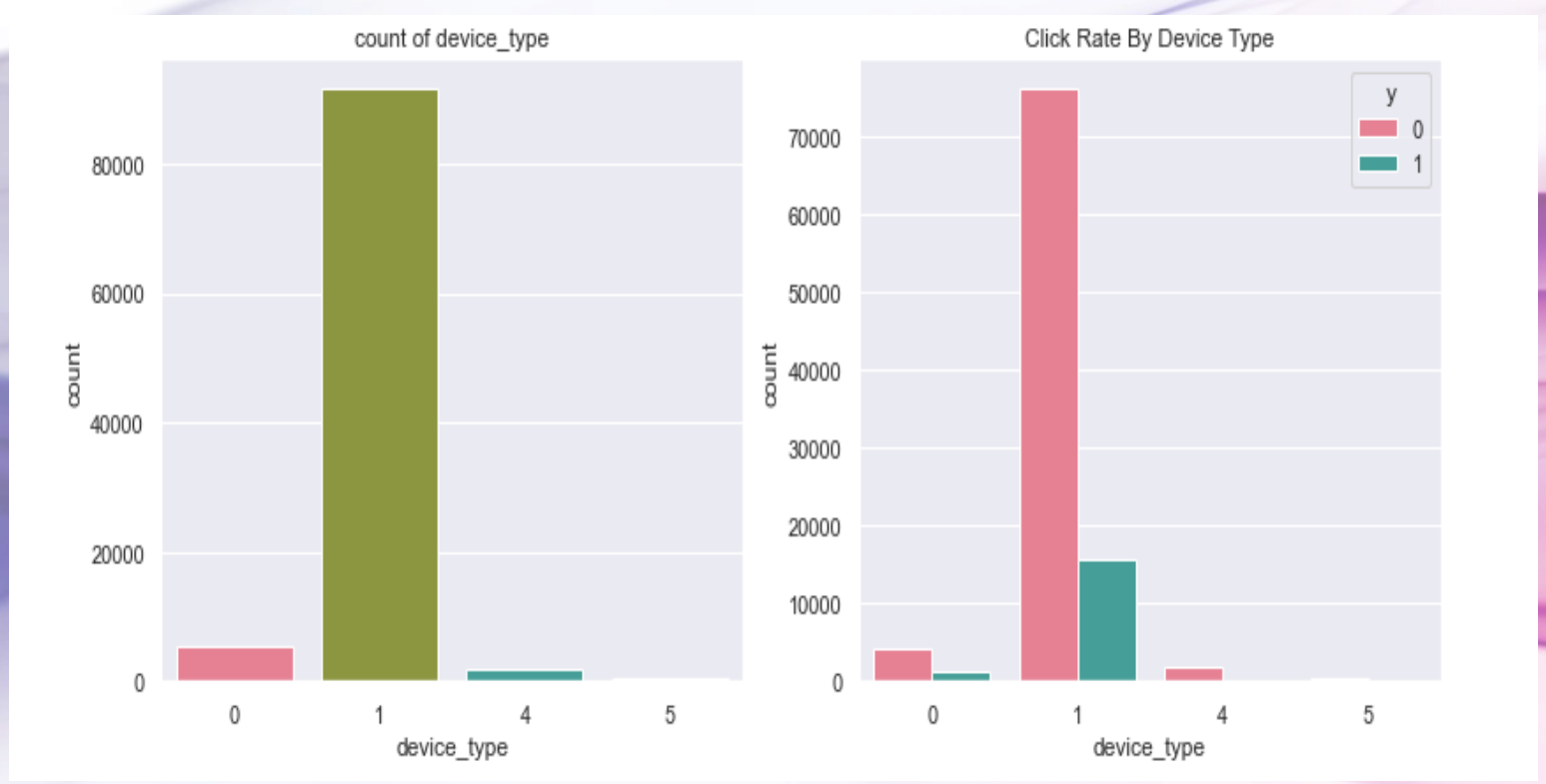
EDA



Count of dependent variable:

~16,980 people has clicked the advertisement and ~83,019 people have not clicked the advertisement.

EDA



Count of Device Type:

Device Type 1 is majorly used.
~16K clicks came from device type 1

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Evaluation Metric

Choosing a suitable metric to evaluate model performance

Since there is a considerable class imbalance as can be seen from the data, blindly predicting everything to be 0 will result in the prediction being correct 83% of the time. So Accuracy, Precision, Recall scores will be chosen as the metric for evaluating model performance as optimizing Recall and Precision score will lead to minimizing false-positives and false-negatives which is very desirable in this case.

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Risks

Risks of using the model in production

As can be seen from the different models there are large number of false negatives. That is model predicts actual clicks as 0 which may lead the company to miss out on business opportunity.

THANK YOU