- **Data set**
  - **Main features that I will use (the X)**
    - Advertising ID
    - IP address
    - User-Agent and other device-related parameters like device model and screen size. Many advertisers prefer iOS users on the newest devices, with bigger screens.
    - Network fee
    - Rev share
    - Placement Id
    - Platform - IOS, Android, Other
    - Ad format - banner, video, playable
    - Ad network Id
    - Application Id
    - Location
      - Country
      - City
    - Device
      - Type
      - OS
    - Age
    - Gender
    - Date
      - Month
      - Day in the week
      - Day of the month
      - Hour
      - Minute
    - IsCoppa
    - IsGDPR
    - geoCode
    - Auction floor price
      - The auction floor price consist of 2 parts
        - The publisher floor price
          - As was sent dynamically or
          - Based on human business knowledge it is set as a configured value in the DB. this is a per-app configuration.
        - Fyber revenue share percent and fee
      - The floor price that is being used is sent to the ad networks as the minimum price. If the bid price response is below it the response is filtered out and won't take part in the auction.
  - Relevant data from the response of the network that I will collect as the Y

- **AdNetworkResponseStatus**
  - BelowFloorPrice
  - Won
  - LostOnPrice
  - BlockedOnCampaign
  - BlockedOnCreative
  - BlockedCategory
  - BlockedOnCreativeAttribute
  - HTTPError
  - Timeout
  - NoBid
  - Capped
  - InvalidResponse
  - BidNetworkOutOptimizationFilter
- **Price for 1000 ads (CPM)**