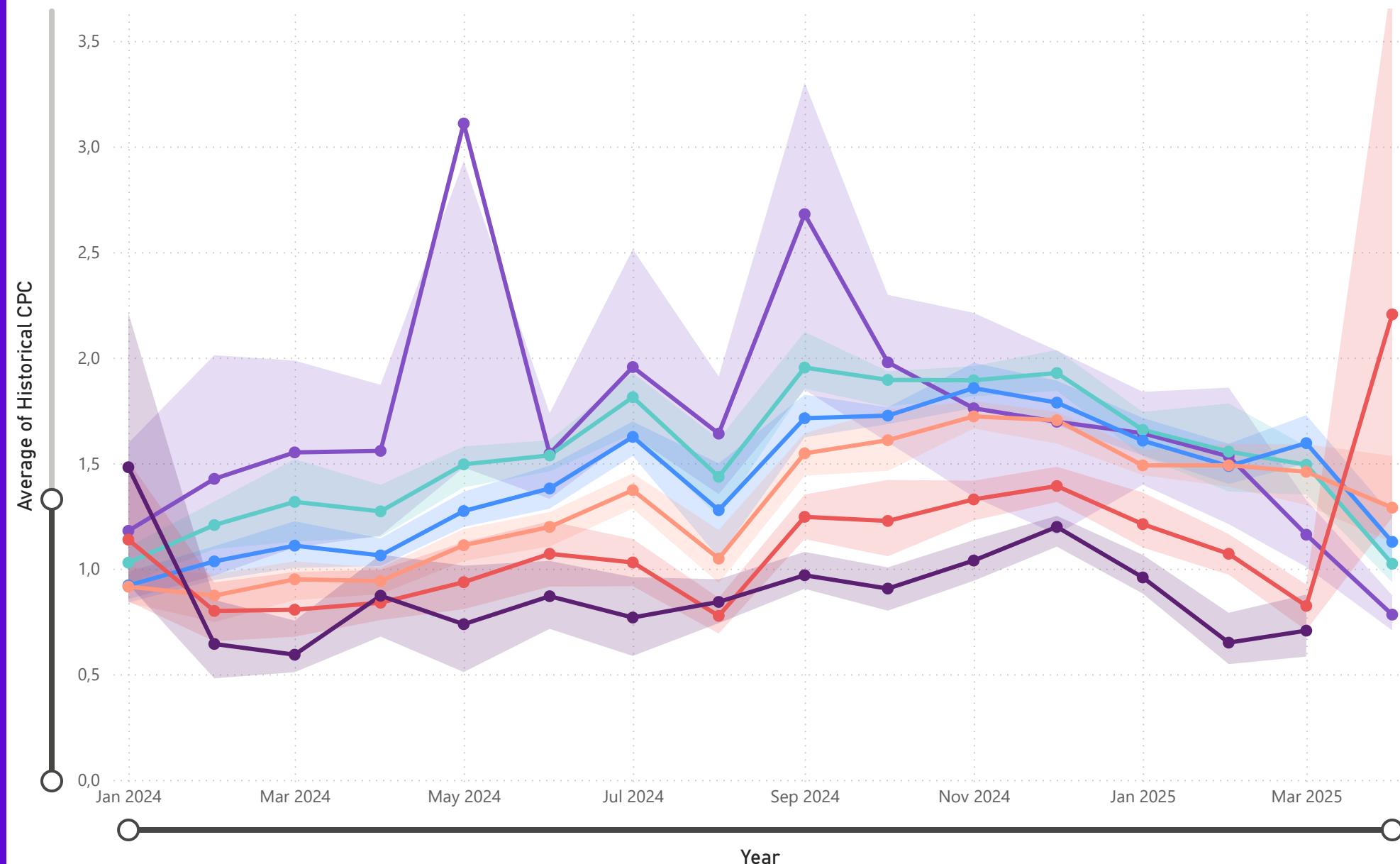


## Average of Historical CPC by Year, Quarter, Month, Day and Age

Age ● 18-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65+



### Legend

Age

### Model Type, Variable

factor\_table (Model Type) + ...

### Weighted vs Unweighted

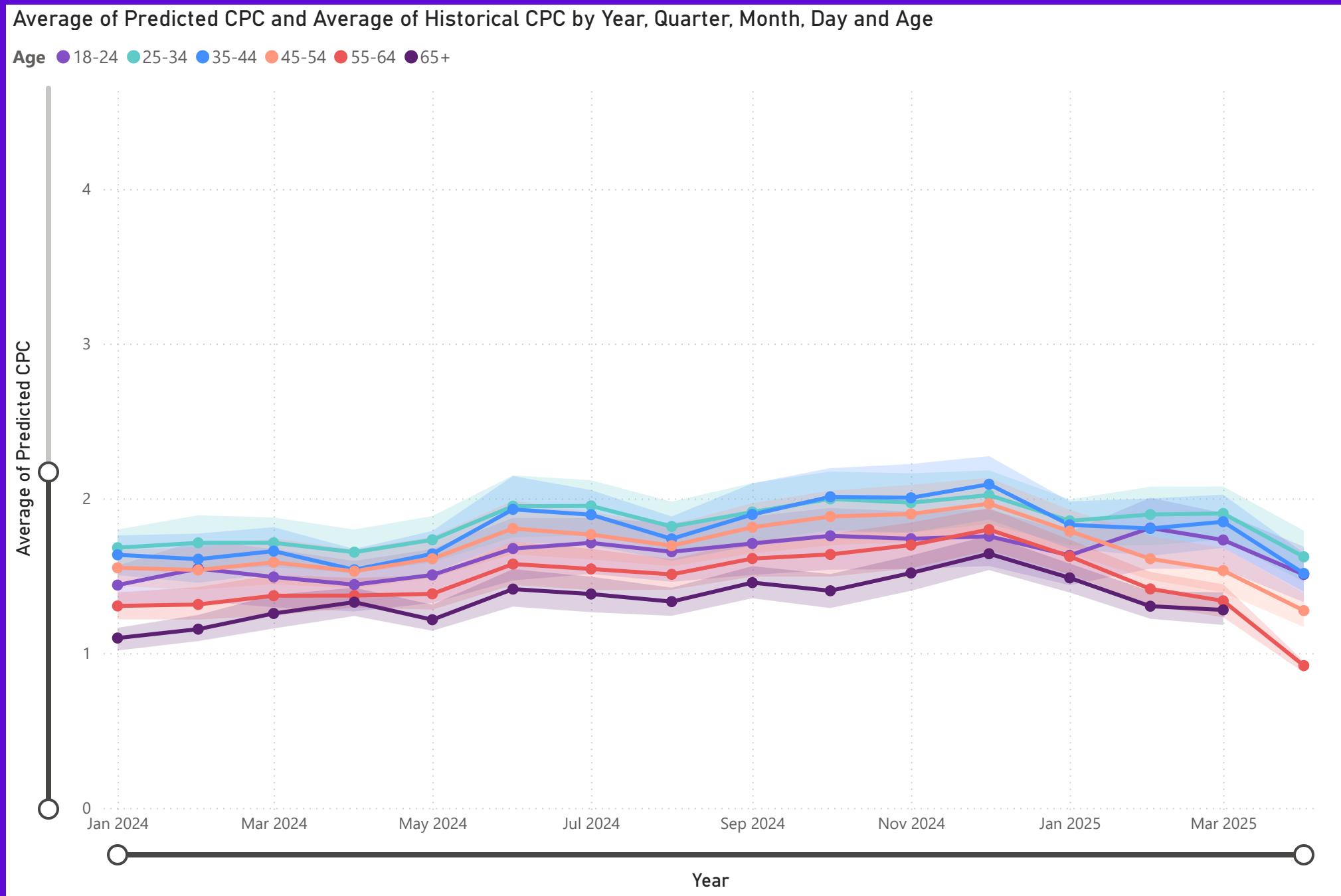
False

### Train-Test Split

All

### Platform

Multiple selections



Legend

Age

Model Type, Variable

factor\_table (Model Type) + ...

Weighted vs Unweighted

False

Train-Test Split

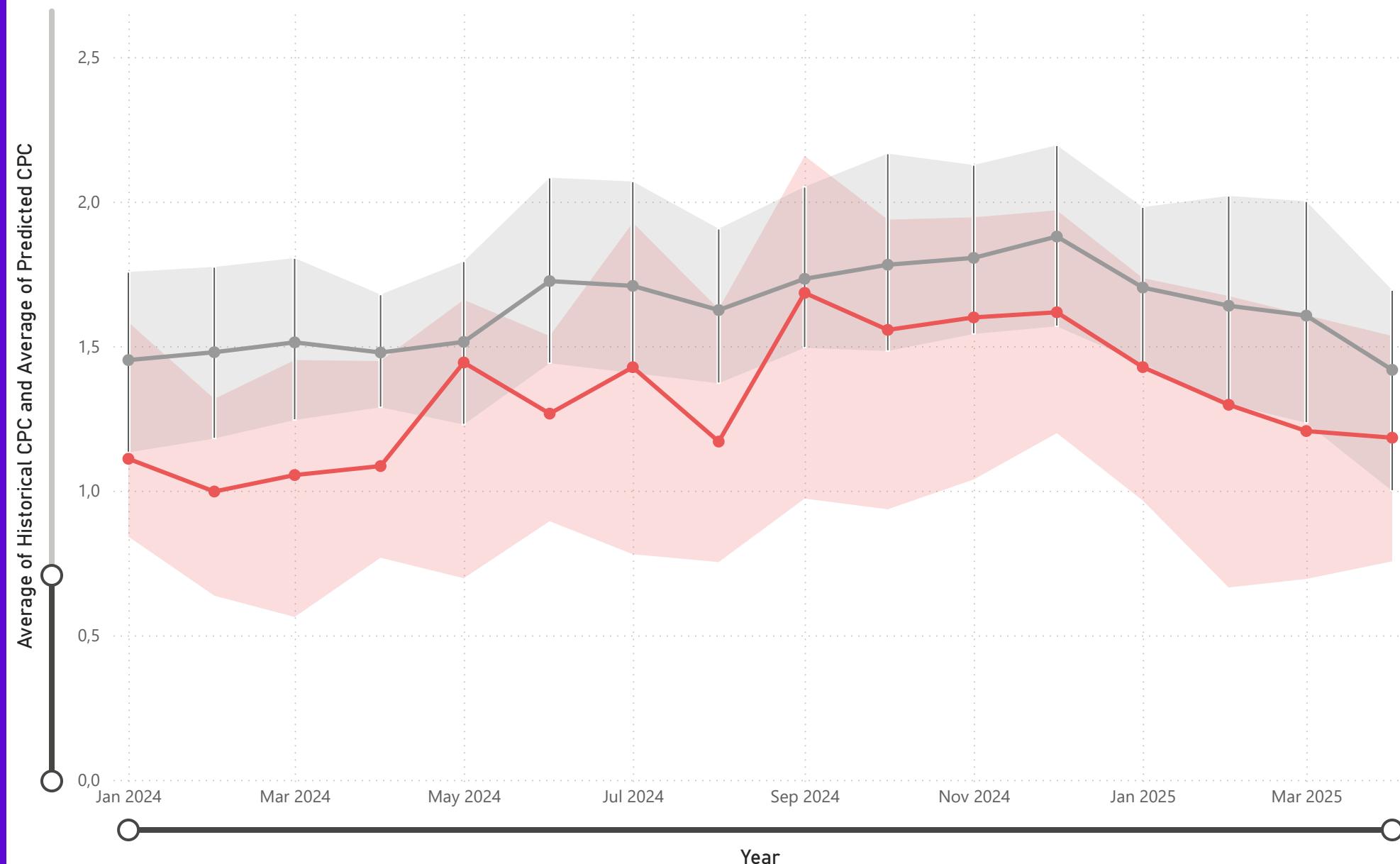
All

Platform

Multiple selections

## Average of Historical CPC, Average of Predicted CPC and Average of Historical CPC by Year, Quarter, Month and Day

● Average of Historical CPC ● Average of Predicted CPC



### Legend

Age

### Model Type, Variable

factor\_table (Model Type) + ...

### Weighted vs Unweighted

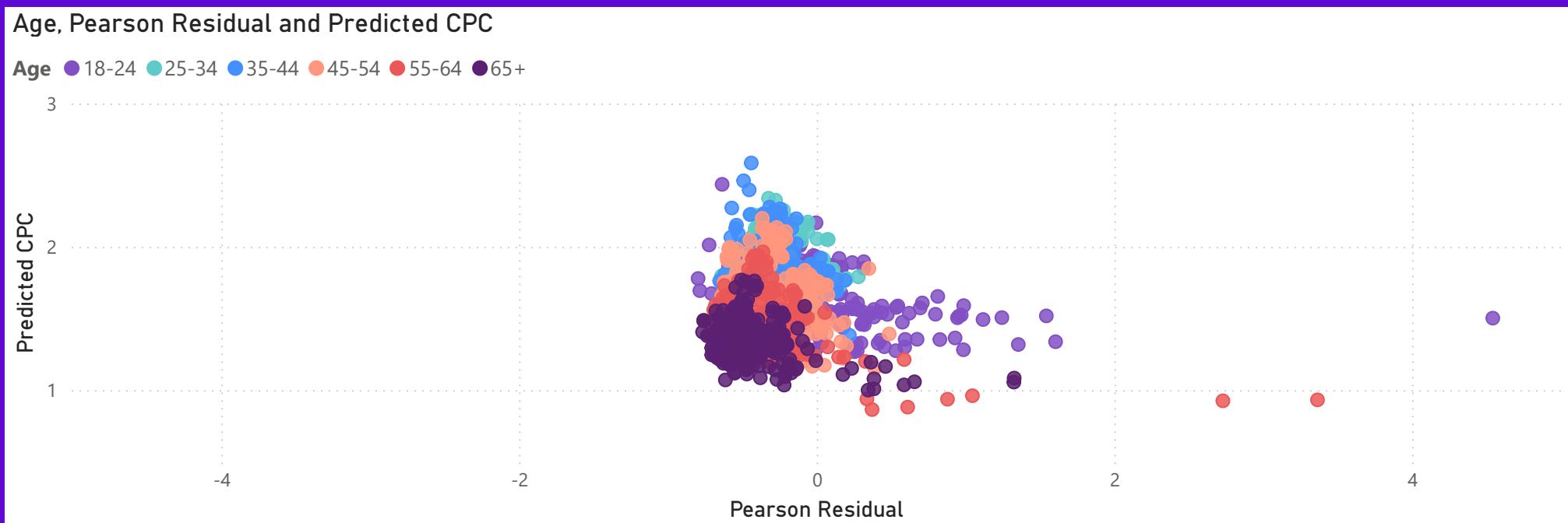
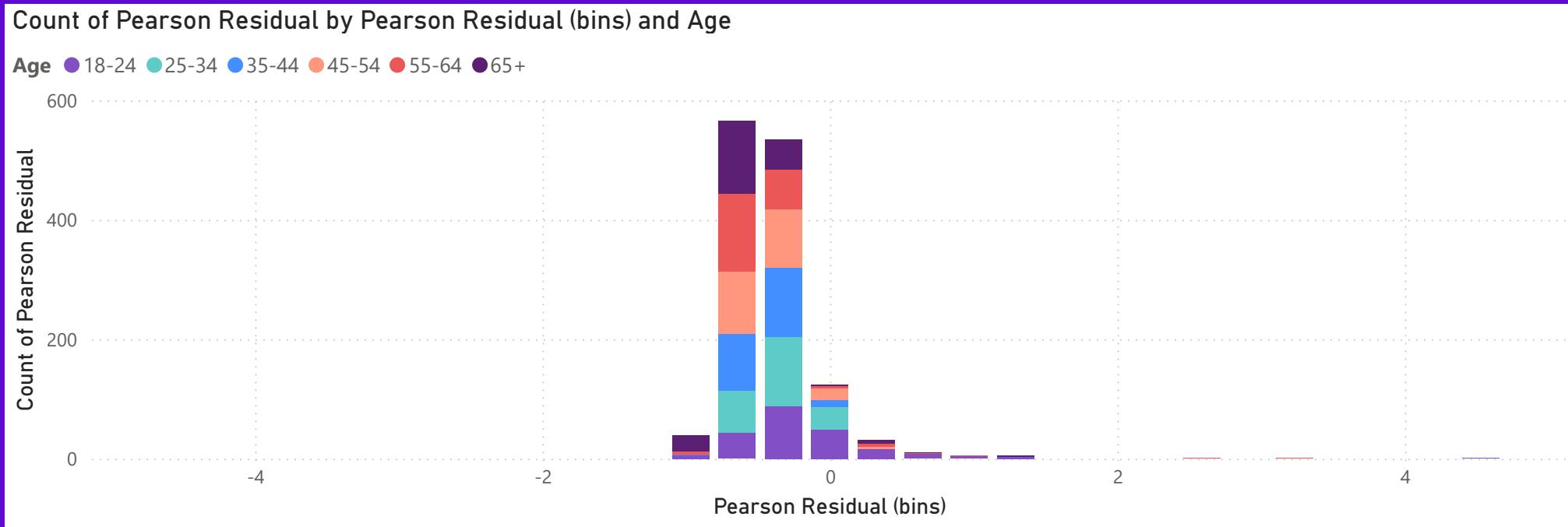
False

### Train-Test Split

All

### Platform

Multiple selections



**Legend** ▾

Age ▾

**Model Type, Variable** ▾

factor\_table (Model Type) + ... ▾

**Weighted vs Unweighted** ▾

False ▾

**Train-Test Split** ▾

All ▾

**Platform** ▾

Multiple selections ▾

## Sum of Score by Weighted vs Unweighted, Model Type, Variable and Train-Test Split

Train-Test Split • Train ● Test

7K

6K

5K

4K

3K

2K

1K

0K

Sum of Score

False

True

Variable

Goodness-of-Fit Test

SSR

Platform

Multiple selections

