Revenue maximisation by intelligent couponing

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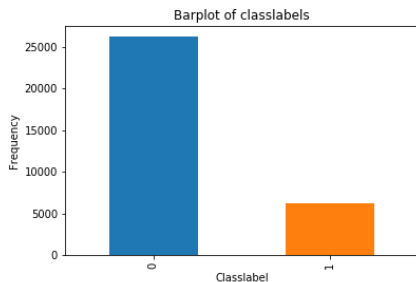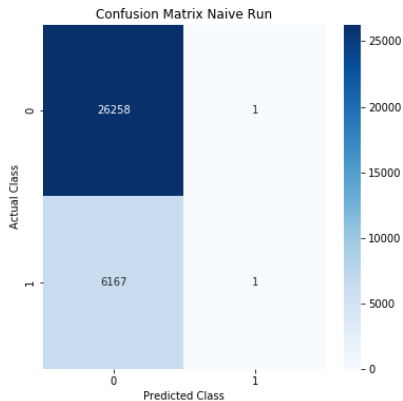January 14, 2020

Overview

Der Datensatz

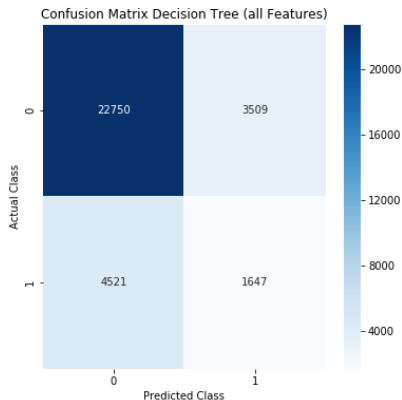Figure: Verteilung der Klassenlabel

Confusionmatrix Naiver Run (Decision Tree)

- **erzielter Umsatz:** 8552.00 €
- **Umsatzsteigerung:** 0.04093 %
- **Accuracy:** 81.00 %

Confusion Matrix Naive Run

Confusionmatrix nach Oversampling (Decision Tree)

- **erzielter Umsatz:** 11520.00 €
- **Umsatzsteigerung:** 25.79 %
- **Accuracy:** 75.23 %

Confusion Matrix Decision Tree (all Features)

Zusammenfassung der Ergebnisse

Klassifikator	Umsatz	Zeit
Ohne Optimierung	8548.50 €	-
Decision Tree Naiv	8552.00 €	5.000 sec
Decision Tree Oversampling	11520.00 €	8.707 sec
Random Forest Oversampling	11130.50 €	8.901 sec
Optimaler Klassifikator	39388.50 €	-

Table: Table caption

Bullet Points

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Aliquam blandit faucibus nisi, sit amet dapibus enim tempus eu
- Nulla commodo, erat quis gravida posuere, elit lacus lobortis est, quis porttitor odio mauris at libero
- Nam cursus est eget velit posuere pellentesque
- Vestibulum faucibus velit a augue condimentum quis convallis nulla gravida

Blocks of Highlighted Text

Block 1

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Block 2

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Block 3

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Multiple Columns

Heading

1. Statement
2. Explanation
3. Example

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Table

Treatments	Response 1	Response 2
Treatment 1	0.0003262	0.562
Treatment 2	0.0015681	0.910
Treatment 3	0.0009271	0.296

Table: Table caption

Theorem

Theorem (Mass–energy equivalence)

$E = mc^2$

Verbatim

Example (Theorem Slide Code)

```
\begin{frame}
\frametitle{Theorem}
\begin{theorem}[Mass--energy equivalence]
$E = mc^2$
\end{theorem}
\end{frame}
```

Figure

Uncomment the code on this slide to include your own image from the same directory as the template .TeX file.

Citation

An example of the \cite command to cite within the presentation:

This statement requires citation [Smith, 2012].

References

📄 John Smith (2012)

Title of the publication

Journal Name 12(3), 45 – 678.

The End