Index(['placement', 'position', 'browser', 'carrier', 'domain', 'supply\_type', 'language', 'region', 'os\_extended', 'publisher', 'device\_model', 'device\_type', 'user\_day', 'user\_hour', 'size', 'response'], dtype='object')

Variables Used:

Index(['placement', 'position', 'browser', 'supply\_type', 'os\_extended', 'publisher', 'user\_day', 'user\_hour', 'domctr', 'phone', 'tablet', 'tv', 'game console', 'set top box', '160x600', '300x250', '728x90', '300x600'], dtype='object')

[ 0.11768105 0.01008431 0.05614159 0.02490563 0.20305114 0.01199417 0.02876921 0.21022939 0.22419389 0.01935567 0.03117052 0. 0.00940926 0.00097829 0.02274707 0.00041376 0.01830833 0.01056674]

Confusion Matrix for Logistic Regression

[[1254 55]

[ 88 22]]

Gradient Boosting

[[1307 2]

[ 100 10]]

RandomForest Classifier

[[1272 37]

[ 96 14]]

Importance : Placement, Browser, os\_extended, user\_hour

[[326 51] [ 59 46]] [[373 4] [ 82 23]] [[338 39] [ 68 37]]

Precision: 0.769784172662 Recall: 0.708609271523 Accuracy: 0.841995841996