

# Advertise to “The One”

The Optimization Model

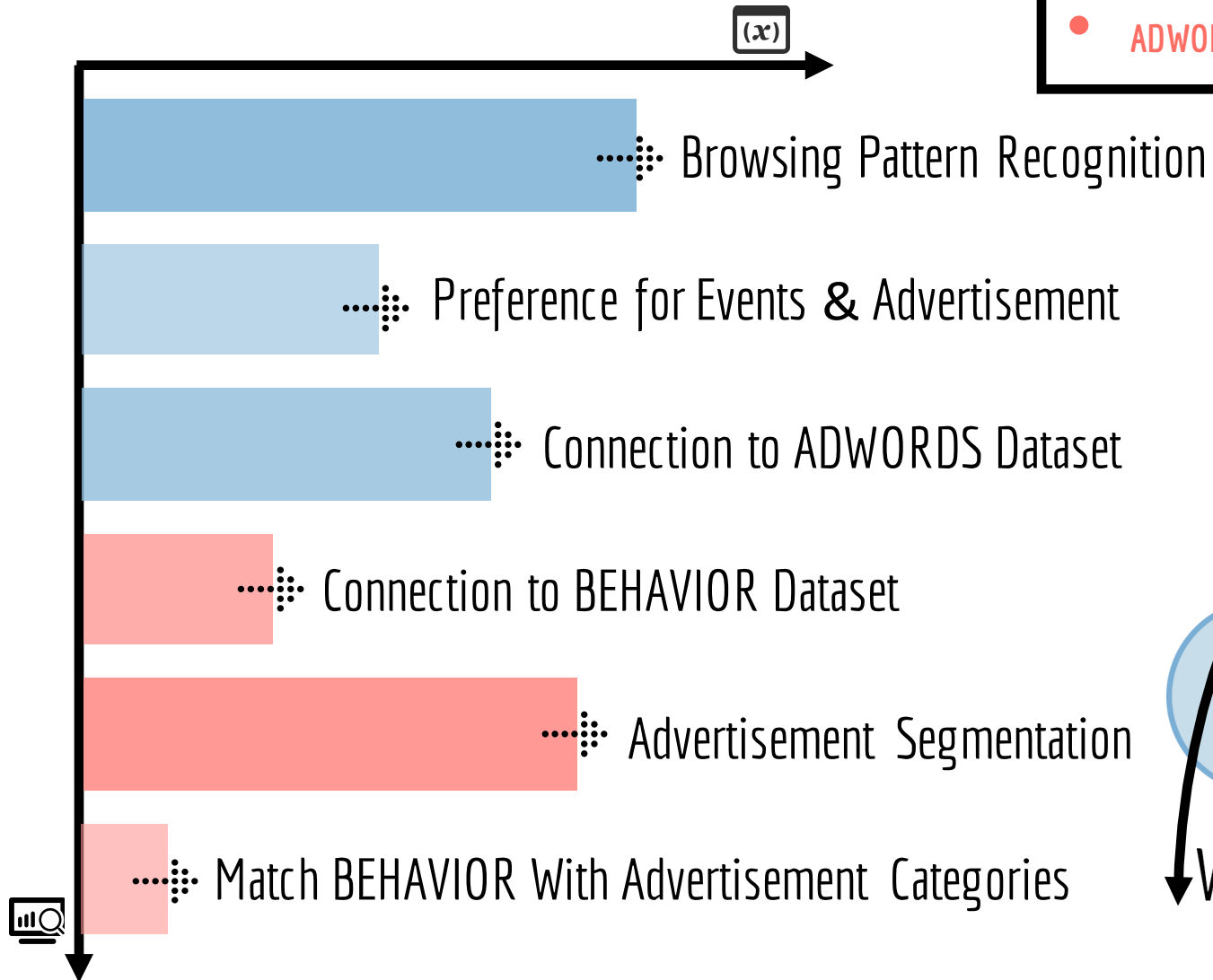
Group: Data Storm



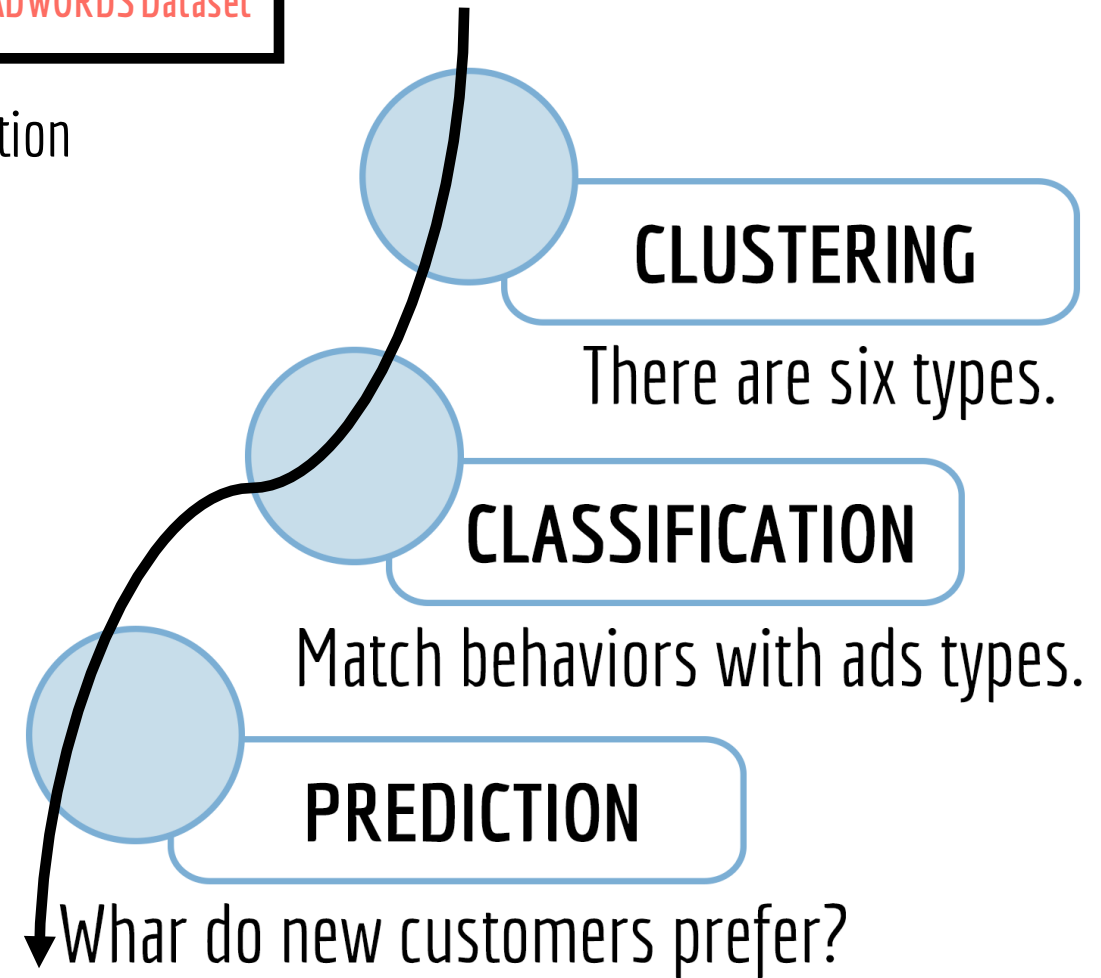
Group Member: Yue Hu, Yin Zhang, Chen Peng, Yaodong Wang, Minghui Xiong



# BACKGROUND



## PROCEDURE



# CLUSTERING - Advertisement

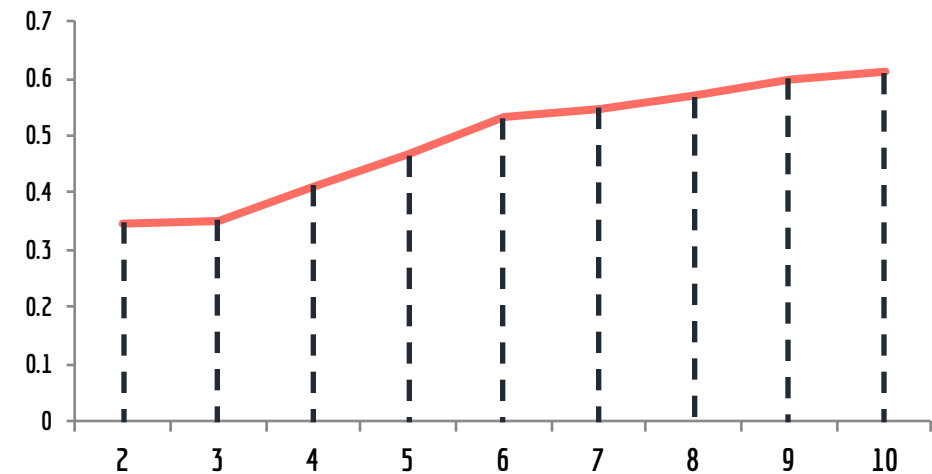
## VISUALIZATION



Ad Segmentation - Decision Boundary  
PCA Top 2 Components

We selected the number of clusters to 6 based on the Silhouette score method for K-means clustering.

## Silhouette Score



# PREDICTION

Multi-label classification  
Neural Network 

