

Data Preparation

Input Data

KPI Variable

Base Variables

Media Variables

Config Data

Response Curves Config

Lower / Upper Bounds

Mean and Standard Deviation

Data Preprocessing

Adstock Transformation

Response Curve Transformation

Data Modeling

Stan Code Compilation

Response Curves Functions

Parameters bounds and distributions

MMM Additive Model Formulation

Model Fitting (Parameter Estimation)

Hyperparameters

Training

Persist the model

Model Evaluation

R Hat

Geweke's Statistics

Number of effective sampling size...

Data Analytics

Response Curves per Media Channels

Predicted vs Actual KPI

Contribution per Variables

Budget Optimization