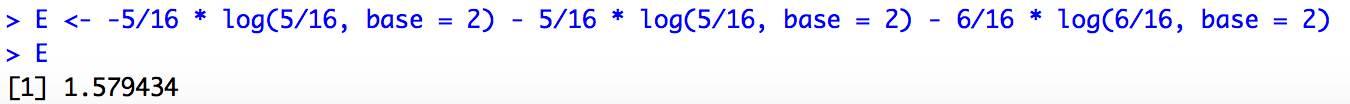
* **Calculate Information Gain of Demand:**

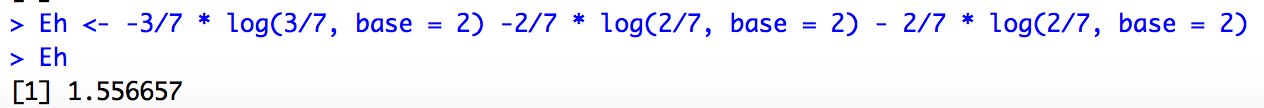
1. Compute Entropy of the Conversion:

Code as follow:



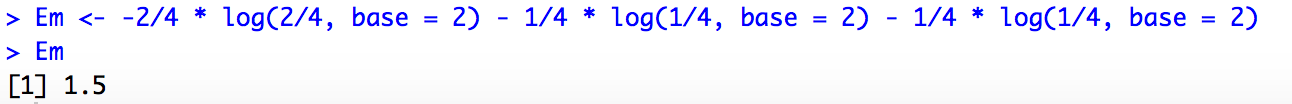
1. Compute the Entropy of Heavy in Demand:

Code as follow:



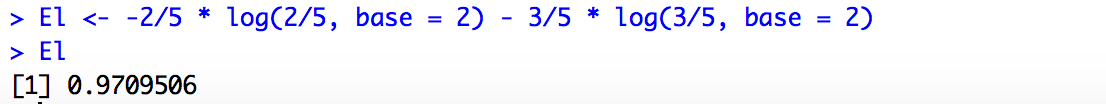
1. Compute the Entropy of Moderate in Demand:

Code as follow:

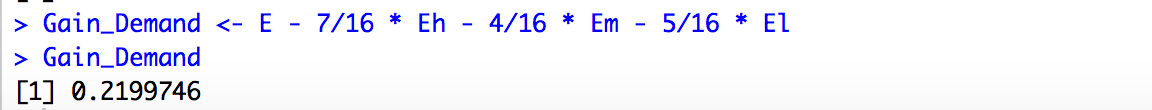


1. Compute the Entropy of Low in Demand:

Code as follow:



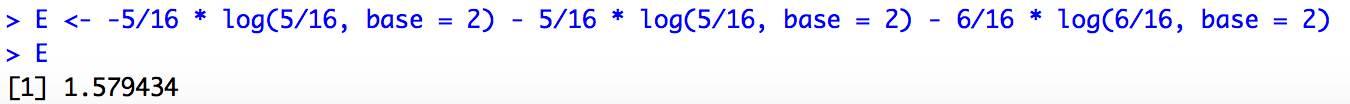
1. Compute the Information Gain (S, Demand):

Code as follow: 

* **Calculate Information Gain of Strategic:**

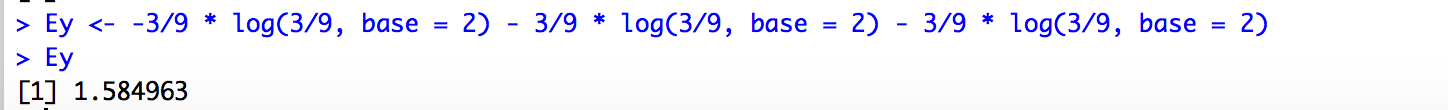
1. Compute Entropy of the Conversion:

Code as follow:



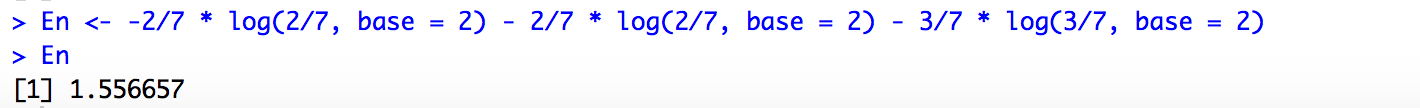
1. Compute Entropy of the Yes in Strategic:

Code as follow:



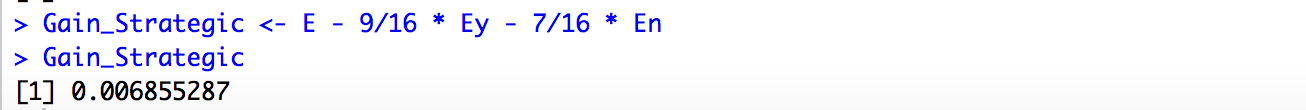
1. Compute Entropy of the No in Strategic:

Code as follow:



1. Compute the Information Gain (S, Strategic):

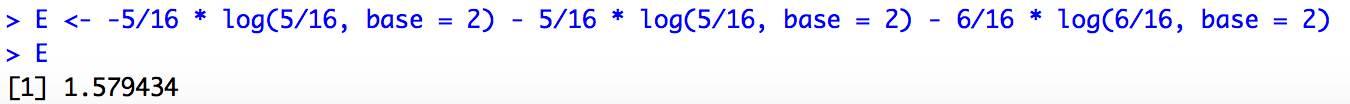
Code as follow:



* **Calculate Information Gain of Campaign:**

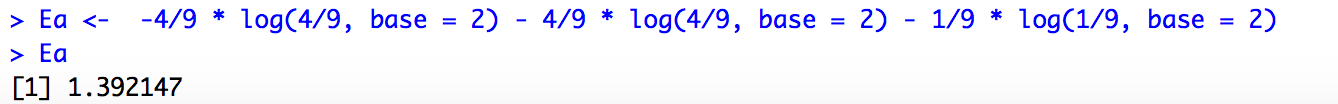
1. Compute Entropy of the Conversion:

Code as follow:



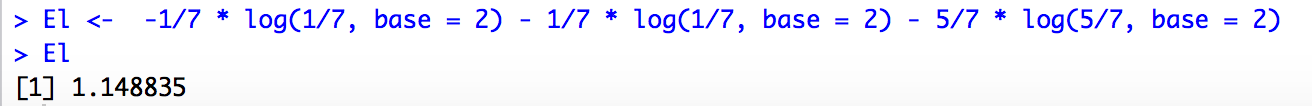
1. Compute Entropy of the Aggressive in Campaign:

Code as follow:



1. Compute Entropy of the Lowkey in Campaign:

Code as follow:



1. Compute the Information Gain (S, Compaign):

Code as follow:

