



Abstract

1. Display Advertising project

Description

1. Display Advertising project

- Ran my implementation of FM, Not finished yet.
- Found a good implementation for FM (TFFM).
- Found DeepFM implementation and hyper-parameter setting to run on Criteo dataset.
- Successfully transferred Criteo dataset to Google Drive to run previous methods on Google Colab server easily, so DML Lab server won't get too busy.
- Ran DeepFM on Outbrain dataset.
- Found xDeepFM paper and its implementation. (It looks like it's a good paper to be compared with)
- Wrote the thesis structure draft.
- Finished thesis chapter 1.

Next Week

• Display Advertising project

- Finish experiments for my implementation of FM.
- Run TFFM implementation of FM.
- Run DeepFM on Criteo with their reported hyper-parameter setting. (ReLU, dropout=0.5, k = 10, layers = [400, 400, 400])
- Try to run xDeepFM on all datasets (OutBrain87M, CriteoCat-4, CriteoCat-5, CriteoCat-6).
- Try to run proposed method in best hyper-parameter setting on all datasets (OutBrain87M, CriteoCat-4, CriteoCat-5, CriteoCat-6) and report the final results.
- Continue working on thesis. Review older version of it and add some more paragraphs to make it fit the thesis style. Then add some new papers. (like xDeepFM and wide&deep)

References