Digital Media Laboratory

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Abstract

1. Display Advertising project

Description

1. **Display Advertising project**

   I started preparing the Criteo dataset.

   The Criteo dataset contains some fields with numerous categories which their values doesn't occur many times. I think we should remove them and then feed the data to the model. (To prevent over-fitting or parameter wasting on capturing some noise)

   The Criteo dataset also contains a set of integer features. I still don't know how to deal with them. (Maybe treat them as dense embedded features?)

Next Week

- **Display Advertising project**

  Finalize the Criteo dataset and run the proposed method on it. (And hope to achieve comparable results)

  Run experiments of DeepFM with OutBrain data on lab server (A change in TensorFlow version is required.)

References