



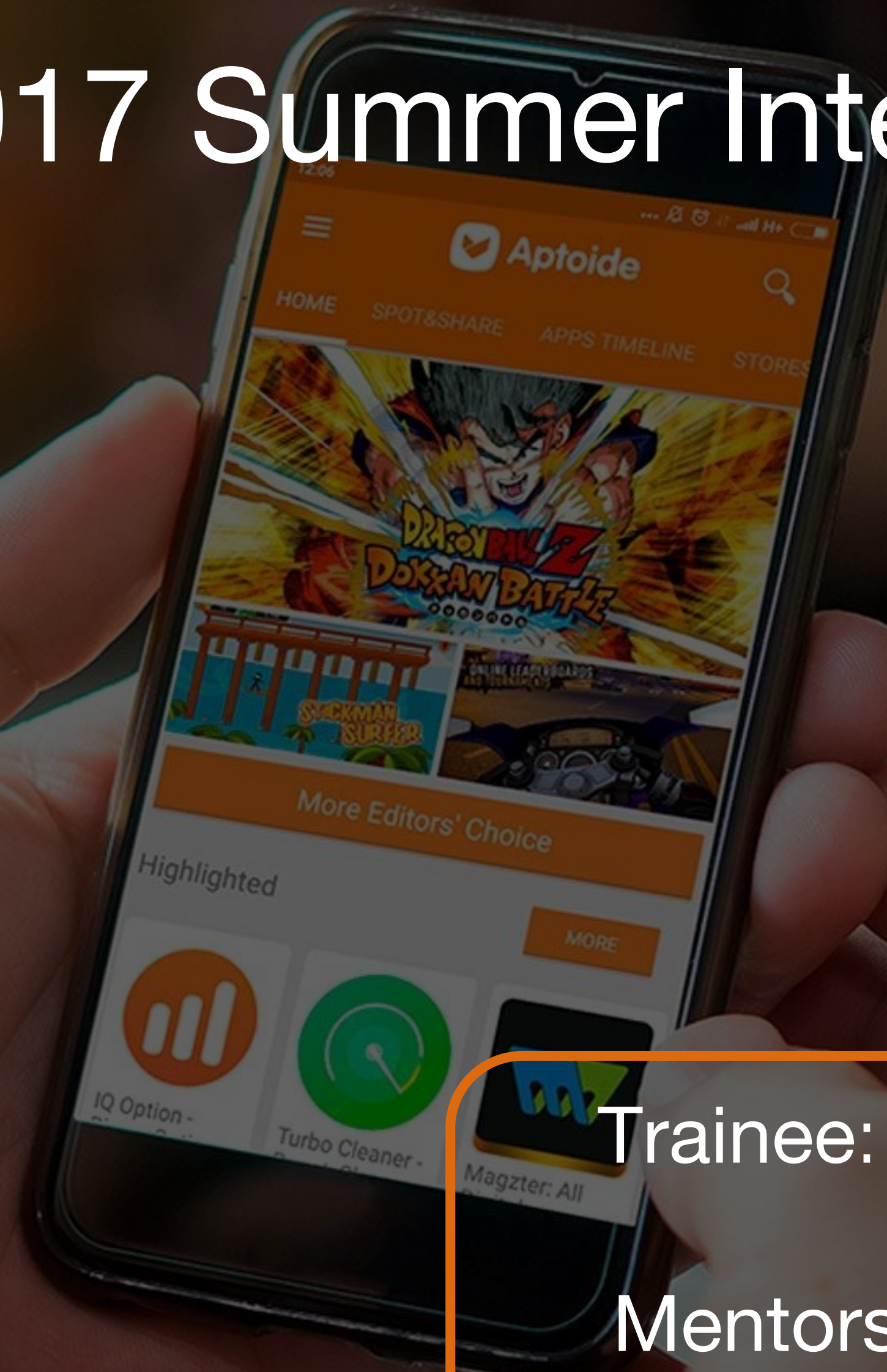
Aptoide
Your Android App Store

2017 Summer Internship

Project: Classification of Users
for Ads

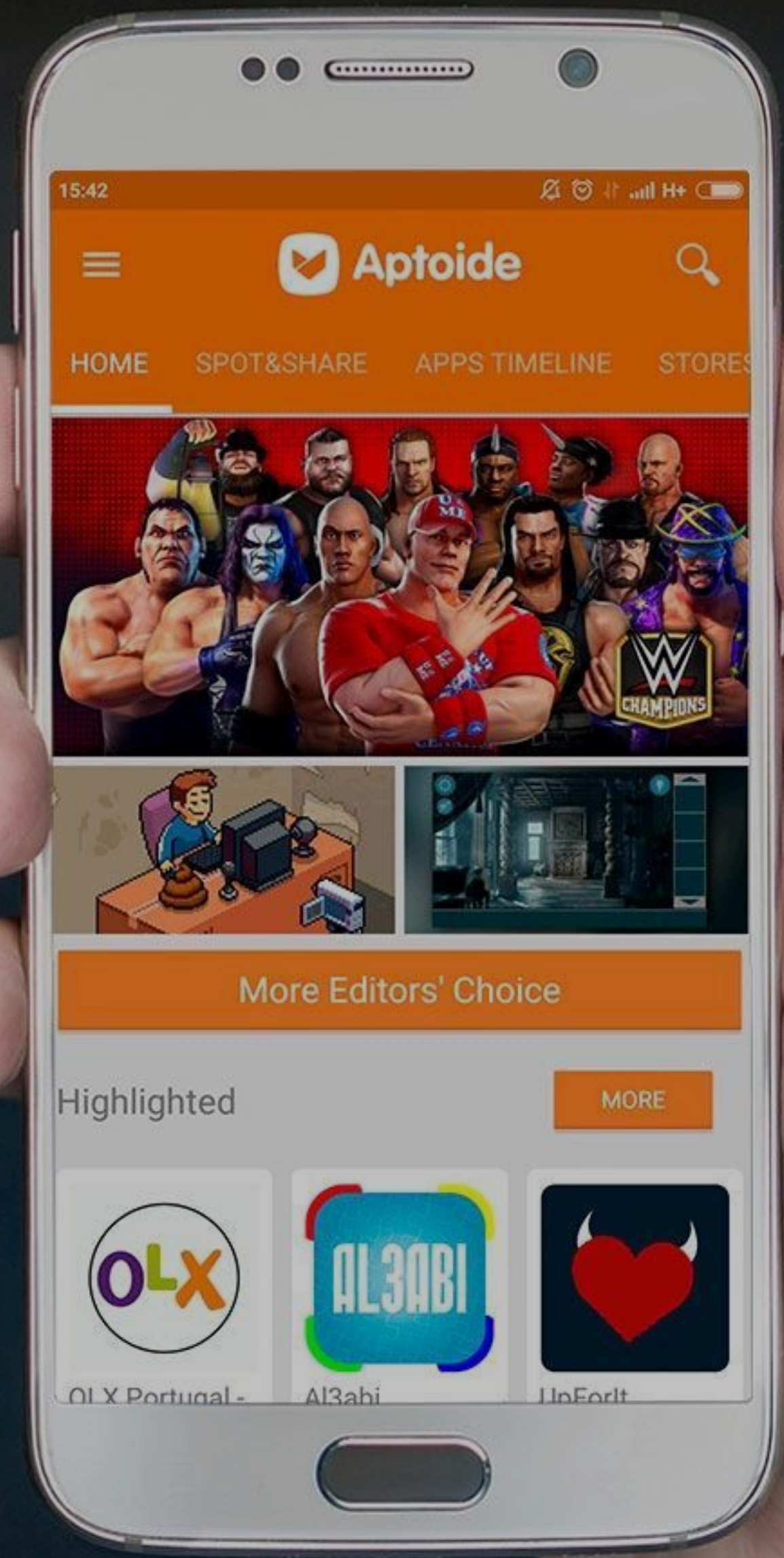
Report Week

[July 24th-28th 2017]



Trainee: Pedro Matias

Mentors: -Luís Pinto
-Pedro Santos



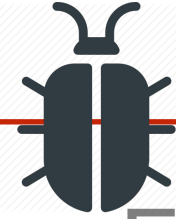
01

Completed Tasks:

Completed Tasks: Feature Transformation

Monday

- Get Euclidian Distance between all users



- Memory Error: Too much data for the functions used

Tuesday

- **Solution:** Collect random samples of data and Get Euclidian Distance

Wednesday

- Code documentation
- $i \times i$ User-Distance Matrix D

Thursday

- $i \times i$ User-Distance Matrix D

Friday

- Begin Multidimensional Scaling
- Week Report

		Delay
A. Pre-processing		
	Data Gathering	Done
	Feature Extraction	Done
	Feature Transformation	Done
B. Analytical Processing		
	Multidimensional Scaling (MDS)	In progress...
	Clustering	[07/08 – 11/08]
C. Data Product Development		
	Classification Model	[14/08 – 18/08]
	Development	[21/08 – 25/08]
	Deployment	[28/08 – 01/09]



02

Next week

Next Week Tasks: Multidimensional Scaling

Monday

- Define number of components

Tuesday

- Finish MDS

Wednesday

- Code documentation
- Begin Clustering

Thursday

- Clustering

Friday

- Clustering
- Week Report