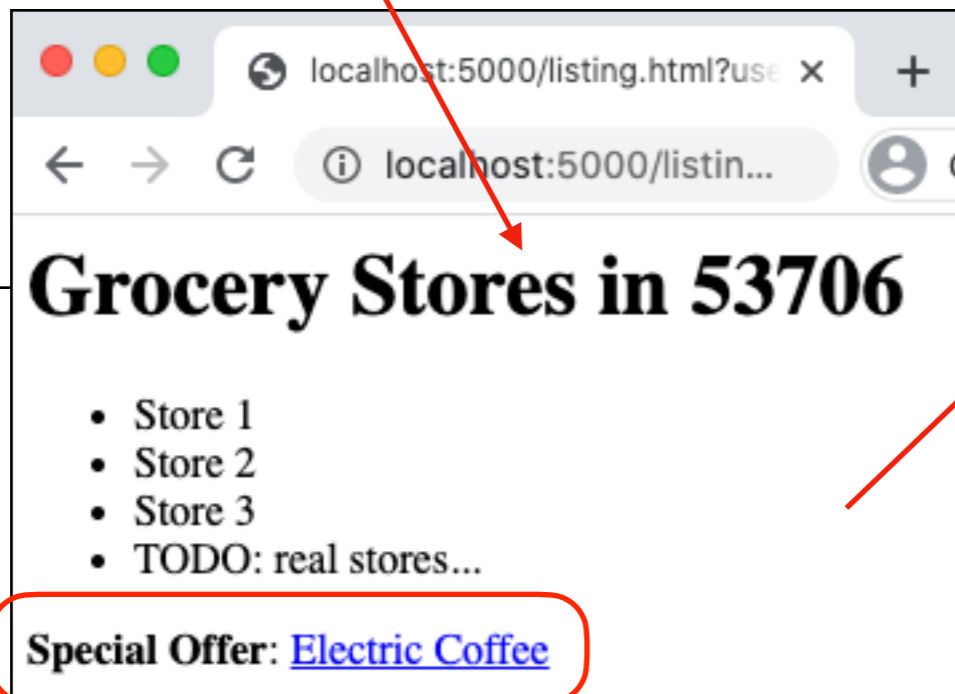
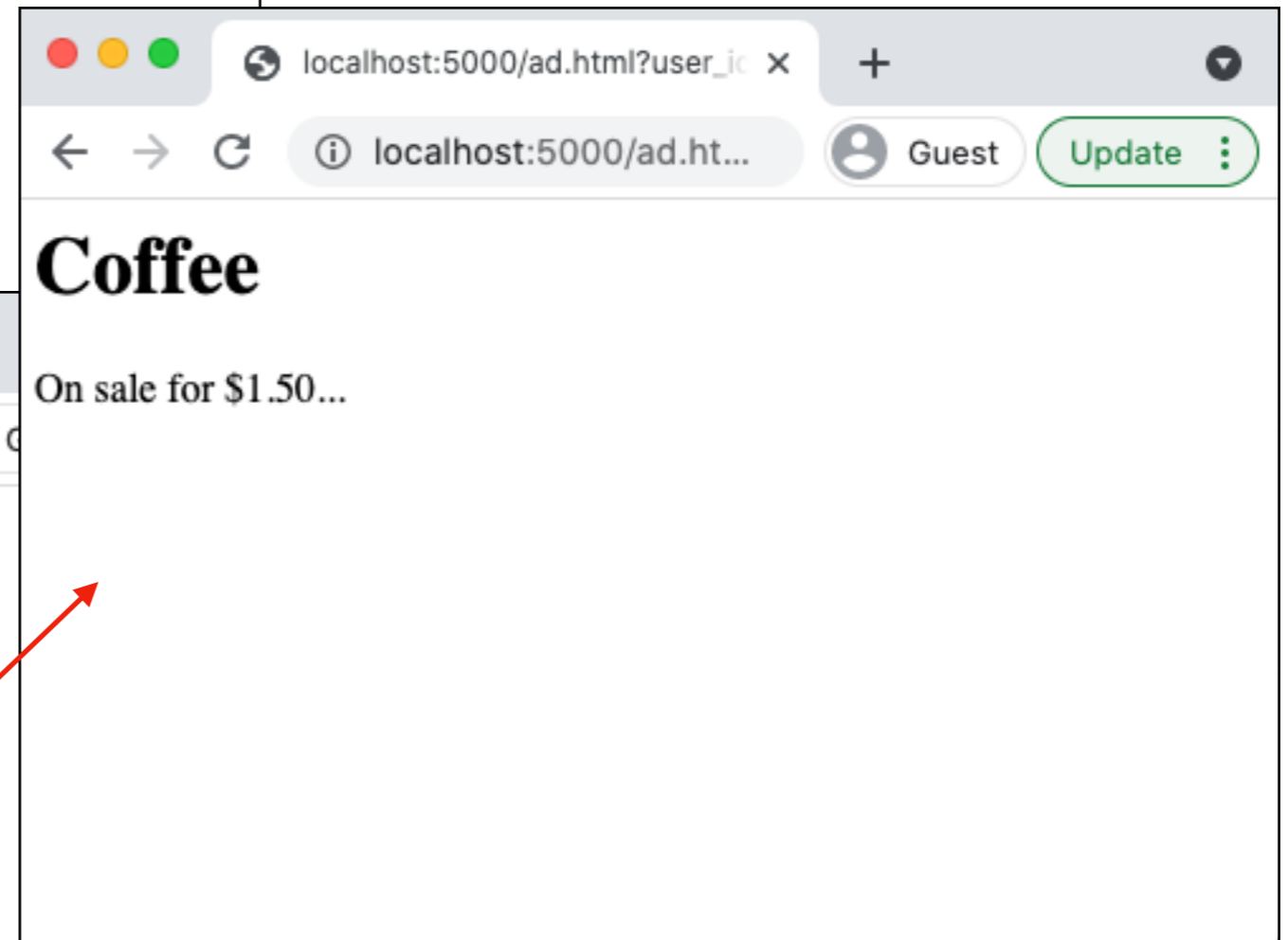
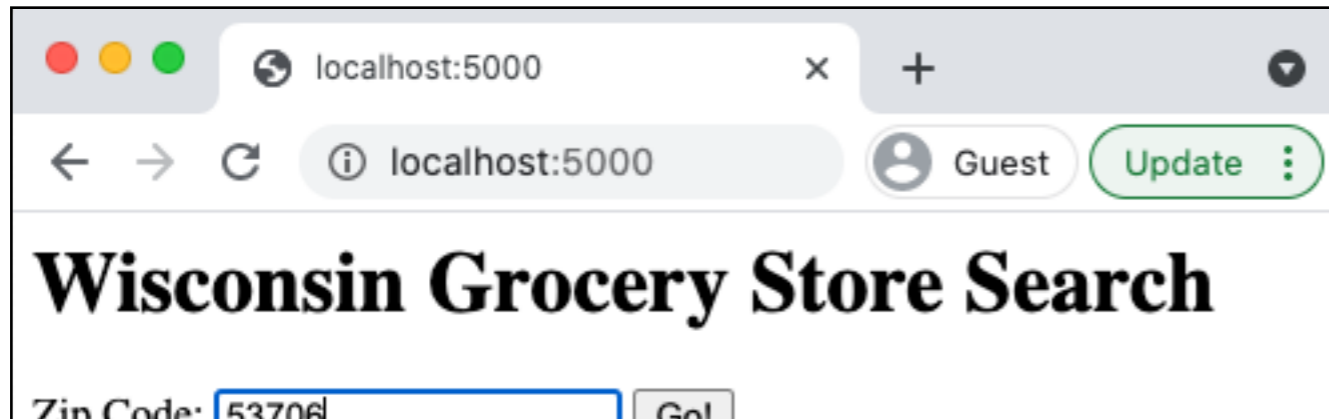


[320] Model Deployment Example



based on prior clicks, can we train models to help us select ads?

challenge: we might not have much data per zipcode

solution: add per-area stats using census data

cleanup...

income.csv

zip	income-mean	income-median
0 53001	94015	72578
1 53002	86643	77708
2 53003	71386	47292
3 53004	90837	81250
4 53005	138901	104534
...

United States Census Bureau

Search

INCOME IN THE PAST 12 MONTHS (IN 2019 INFLATION-ADJUSTED DOLLARS)

Survey/Program: American Community Survey Product: 2019: ACS 5-Year Estimates Subject Table: TableID: S1901

CUSTOMIZE TABLE

ZCTA5 53001

Households

Label	Estimate	Margin of Error
Total	823	±50
Less than \$10,000	2.3%	±1.6
\$10,000 to \$14,999	0.9%	±0.7
\$15,000 to \$24,999	7.0%	±2.5
\$25,000 to \$34,999	7.0%	±2.4
\$35,000 to \$49,999	10.2%	±2.7

<https://data.census.gov/cedsci/table?g=04000000US55.860000&tid=ACSST5Y2019.S1901&hidePreview=false>

