

A spiral-bound notebook with a white cover and a black spiral binding on the left side. The notebook is open to a blank page with a black border.

# 머신러닝 엔지니어 1년 생존기

트래서현

# Corca

- Ad Tech 회사
- 다양한 데이터와 Task를 ML 기반으로 해결하는 AI-Solution 기업
- 회사 설립 1년 반, Pre-A 투자 진행 중

We deliver the finest **AI solution** for the best decision making.

**Customer-focused** approach  
with **research-based** practice.

Our clients.

**emart**

**HYBE**  
WE BELIEVE IN  
MUSIC

**PIMS**  
PROMINENT INITIATOR OF  
MASK SOLUTION



# Corca

채용 많이 합니다. 많관부

📄 Operating Manager	신입 경력	Operation	Operation
📄 AI Business Designer	인턴 신입 경력	Product	Product
📄 Product Manager	인턴 신입 경력	Product	Product
📄 ML Engineer	신입 경력	Tech	ML
📄 Frontend Engineer	인턴 신입 경력	Tech	Dev
📄 Backend Engineer	인턴 신입 경력	Tech	Dev
📄 DevOps Engineer	신입 경력	Tech	Dev
📄 Data Engineer	신입 경력	Tech	Dev
📄 Android/iOS Engineer	경력	Tech	Dev

# DSP (Demand-Side Platform) Real-Time Bidding

## Programmatic Advertising Scenario



# *CTR Prediction*

유저에게 광고가 주어졌을 때, 광고를 클릭할 확률은 얼마일까?

Approach

- FM (Factorization Machine)
- Boosting (CatBoost ..)
- Logistic Regression
- Deep Learning

# *Feature Engineering*

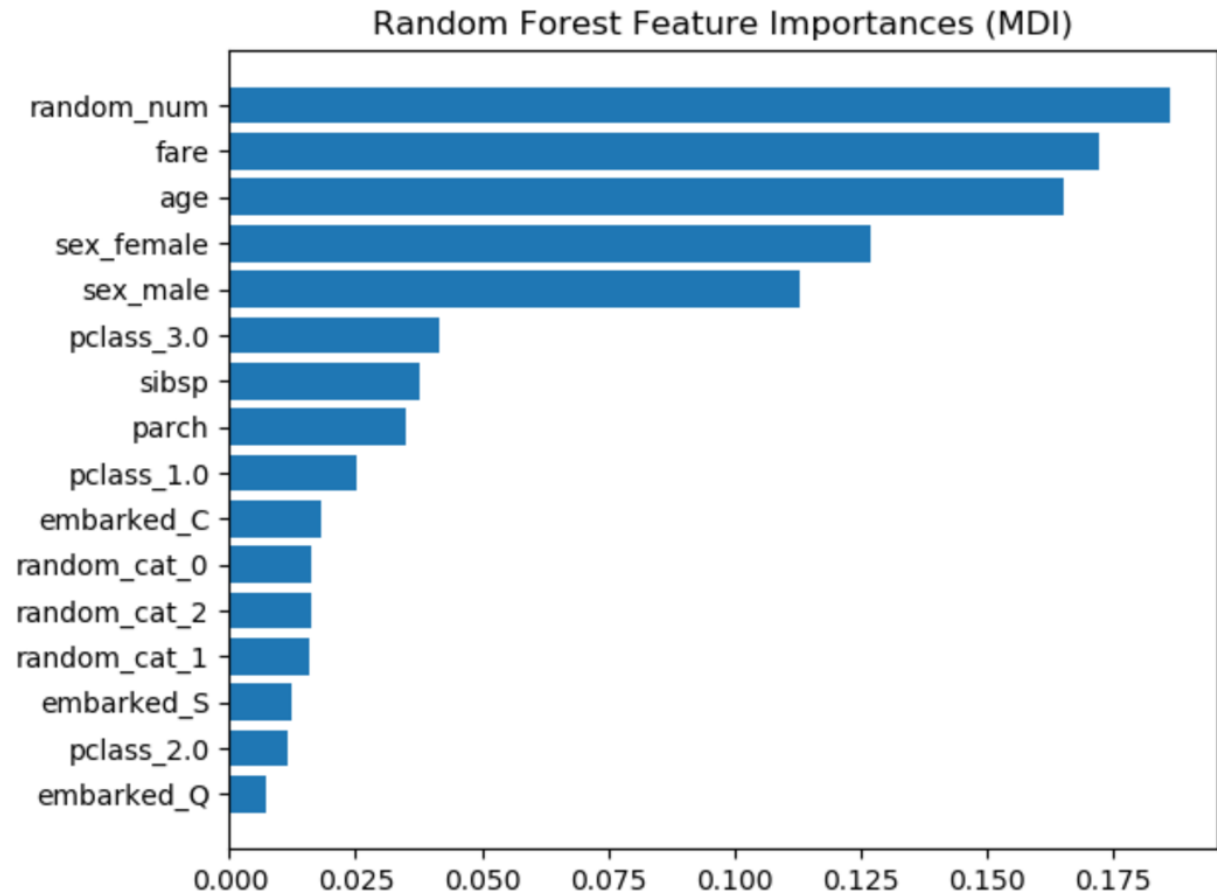
주어진 데이터에서 어떻게 해야 모델이 잘 학습하는, 유의미한 피쳐로 가공할 수 있을까?

# Feature Importance

어떤 feature가 중요한가?

Approach

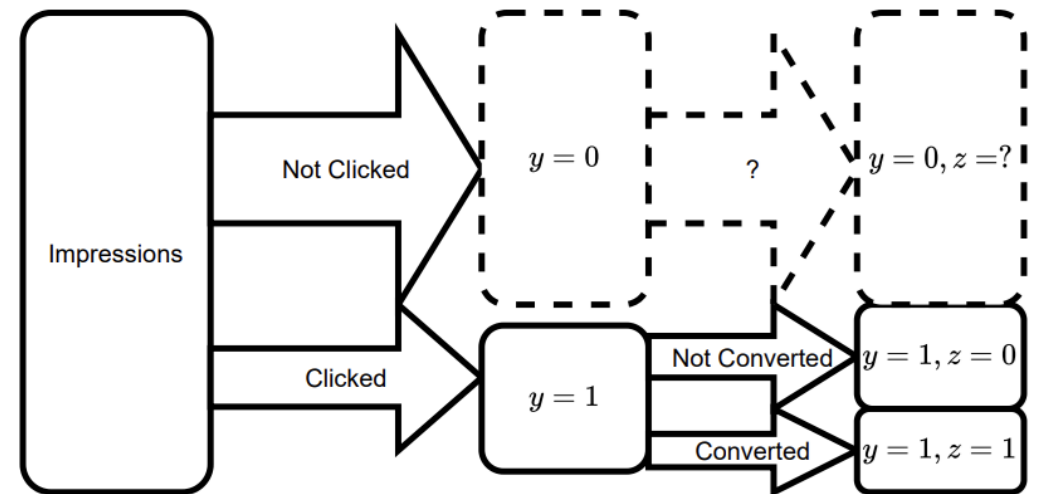
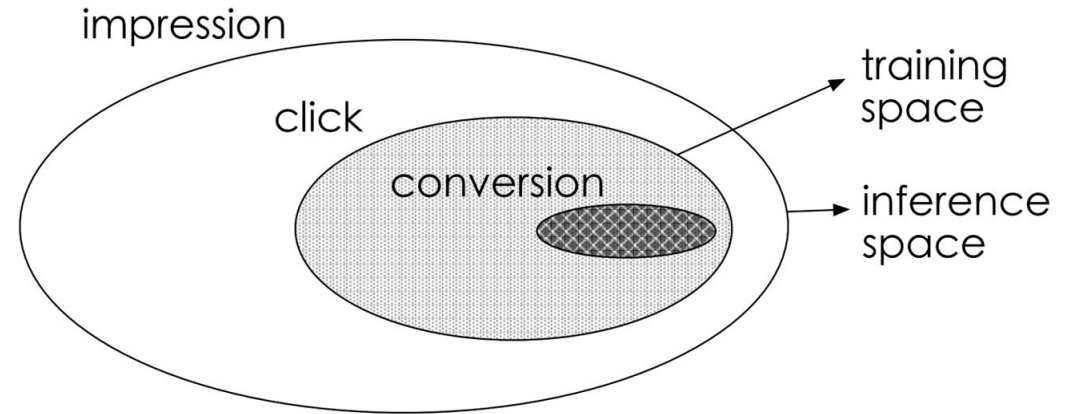
- Statistics
- Boosting
- Logistic Regression
- Captum for Deep Learning



[https://scikit-learn.org/stable/auto\\_examples/inspection/plot\\_permutation\\_importance.html](https://scikit-learn.org/stable/auto_examples/inspection/plot_permutation_importance.html)

# Purchase Prediction, Multi-Task Learning

Impression -> click -> conversion -> purchase





A stylized illustration of a spiral-bound notebook. The notebook is white with a grey spiral binding on the left side. The word "Questions?" is written in the center of the page in a bold, dark grey font. The notebook is shown from a slightly elevated perspective, with the top edge of the cover visible at the top right.

**Questions?**

A stylized illustration of a spiral-bound notebook. The notebook is white with a black spiral binding on the left side. The pages are slightly curved, and the top right corner is folded over. The text "Thank You!" is centered on the page.

**Thank You!**