Blue Owl Simple Challenge

Data Science - Marketing

Hi! Welcome to the first step of the Blue Owl interview process - the simple challenge. Success in the simple challenge leads to the final two steps of the interview process:

1. Informal chat with Blue Owl founders
2. Full technical challenge

For the simple challenge, use “train.csv” to predict the likelihood of the *outcome* variable being equal to 1.

Requirements:

1. All code must be written in Python and must be in a Jupyter notebook
2. The first cell in the notebook must include:
    a. Your last name (please don’t include any other identifying information)
    b. The date
    c. A one sentence description of your approach
    d. The estimated AUC you would expect to get on the test.csv data. If your estimated AUC is less than .825, your submission will not be reviewed
    e. A one sentence description of a special skill you demonstrated
3. Your code must be able to predict all observations in the test dataset. The last cell in the notebook must output the first five predicted values of the *outcome* variable for test.csv.

If you are spending more than an hour on this simple challenge because there are so many things you want to demonstrate, you are spending too much time on it. If you are spending more than an hour on it because you don’t know where to start, please be warned that the full technical challenge will be considerably more difficult.

When you are finished, please download a copy of your notebook in the following three formats: ipynb, html, pdf. Email these files to rachelle.valk@blueowl.xyz. In the email to Rachelle, please include your full name and a few one hour blocks of time you have available for the next step of the interview process. Best of luck!

P.S. If you want to get a jump on the full technical challenge, I would recommend reading up on uplift modeling and estimating heterogeneous treatment effects.