

Introduction to Uplift Modeling

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Motivation

How can we optimally select customers to be treated by marketing incentives?



We can not **send** and **not send** incentives to the same customers at the same time



What is Uplift Modeling?

From [Gutierrez, P., & Gérardy, J. Y. \(2017\). "Causal Inference and Uplift Modelling: A Review of the Literature"](#)

- Uplift modeling refers to the set of techniques used to model the incremental impact of an action or treatment on a customer outcome.
- Uplift modeling is therefore both a Causal Inference problem and a Machine Learning one.

