Introduction to Uplift Modeling

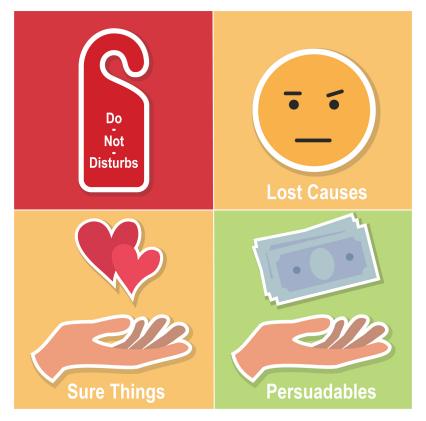
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Motivation

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.