

Uplift Engine — Demo & Impact

Tối ưu hóa ROI chiến dịch khuyến mãi bằng Causal Uplift

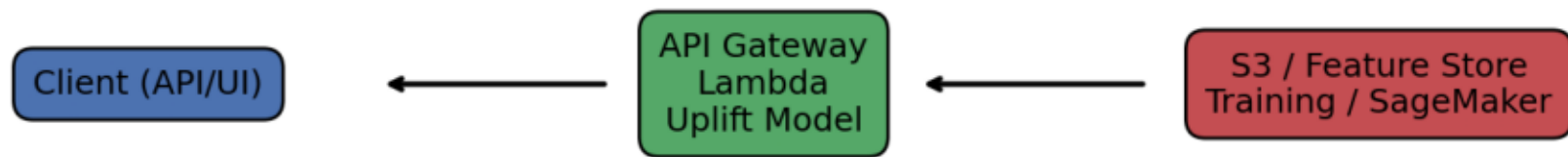
Team: Uplift — VPBank Hackathon 2025

Problem

Marketing budgets often target the wrong customers, wasting spend on Sure Things and Los

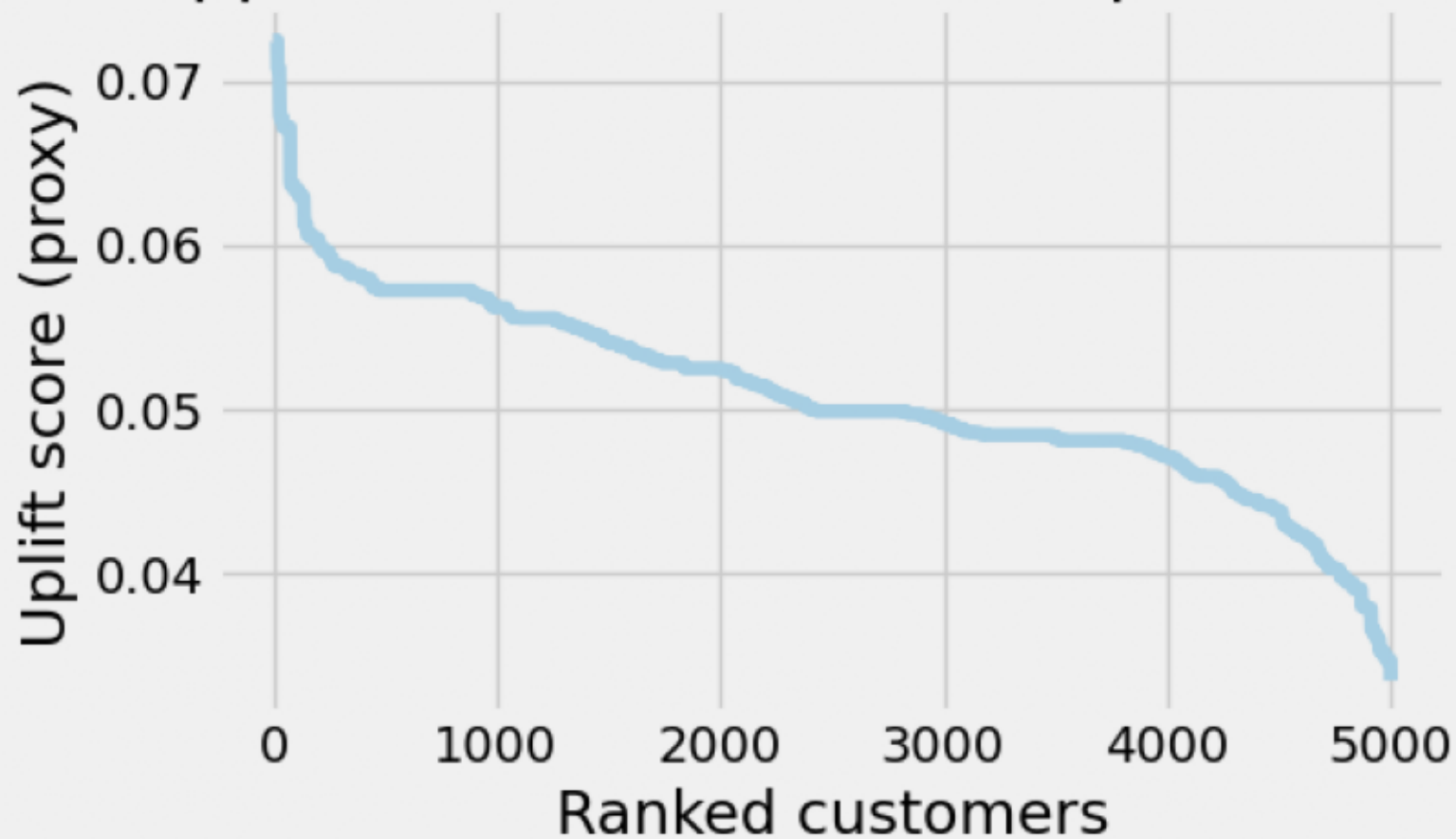
Solution & Impact

Giải pháp Uplift Engine nâng ROI từ 19.2% lên 78.3% — tăng thêm 59.1 điểm phần trăm ($\approx +$

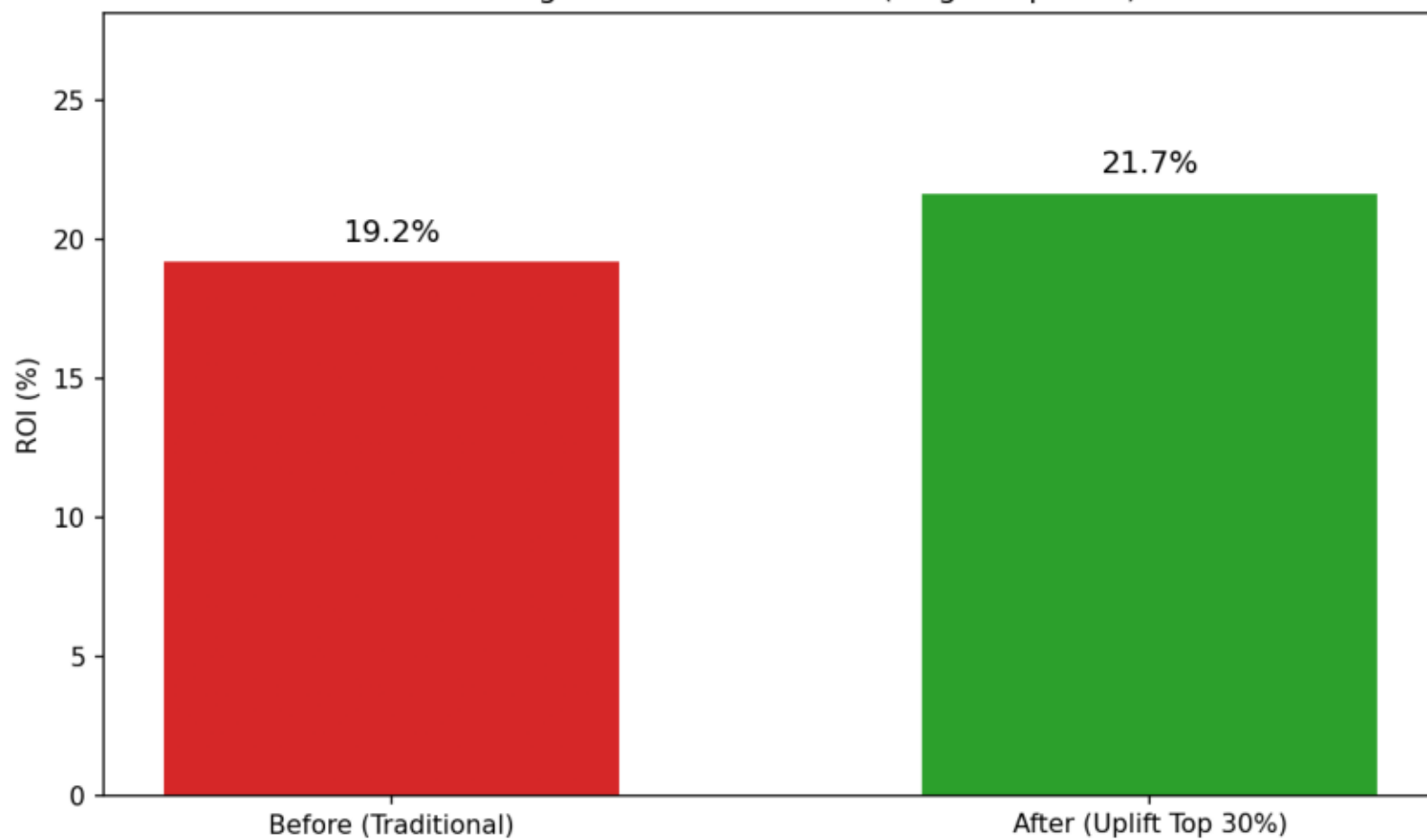


Real-time scoring via Lambda; Batch training pipelines in SageMaker/Step Functions

Approximate Qini (sorted uplift scores)



Marketing ROI: Before vs After (Target top 30%)



Demo Flow (2 mins)

- 1) Open Terminal/Postman
- 2) Call scoring API with customer payload

Example (pwsh):

```
curl -X POST https://api.example/scoring -H 'Content-Type: application/json' -d '{"customer_id":123,"age":35,"income":50000}'
```

Roles:

- Presenter: slides (Team Lead)
- Demo/API: Cloud Engineer (runs the scoring call)
- Q&A: ML Scientist

Timing: 5min pitch + 3min Q&A (practice to strict timing)