Our web app will be deployed on Heroku and is going to use Django as the framework. Apache Spark will be used to process and analyze the data that will be fed to the ML model. Since the user may change their campaign plan frequently, we are going to use Redis to save this data while saving personnel info (which is used to train the ML model) in Amazon Aurora. We will use XGBoost to train a model which takes processed personal information as input and outputs whether this person is worth calling for a promotion. The trained model will be updated regularly based on the most recent data from the database.

The app will output prospective clients to be called but will only generate the list in CSV. The task dispatching should be done by the companies to their call centers offline.