**Time for Nudge.**

**When to trigger?**

1. In rise or dip of any time dependent data.
2. **New Activity**: if your activity is such that you are opening other possibilites, we can nude about new things

**a.Rise/dip**

1. Given a time series, of discrete data, will calculate derivatives.
2. If the first or second derivate rises or dips the threshold value then we can calculate the **F score** (to verify the situation concretely )then, immediately, detailed info of data and derivate will be sent to an agent (tough )for analysis,(threshold can be learned by non-linear classification model )
3. The urgency of the nudge is to be decided by an agent as follows:

* By checking the expectation score such that data will dip further and does not dip further
* Danger score: using expectation score, and by comparing historical current data,(**weights will be decided by model**)
* Check market conditions(not for now).
* If the Danger score is low, then soft nudge.

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1. The target could be set for some time.
2. Given current data, forecast data for in that time period
3. Check if, Target could be achieved, if not given current data, send nudge but will little urgency.

**B. New possibilities**

1. If current data/item is not in regular bucket of customers, can push nudge of item and other item related to this item.