Dowhy with ecoml

<https://github.com/microsoft/EconML/blob/main/notebooks/CustomerScenarios/Case%20Study%20-%20Customer%20Segmentation%20at%20An%20Online%20Media%20Company%20-%20EconML%20%2B%20DoWhy.ipynb>

<https://www.youtube.com/watch?v=7z7jUF4Clok>

<https://github.com/py-why/dowhy/blob/main/docs/source/example_notebooks/dowhy-conditional-treatment-effects.ipynb>

<https://github.com/py-why/dowhy/issues/290>