**00:00 Intro (5 m)**

**00:05 Who to target and matrix (20 m)**

**00:25 Derive targeting rule (10 m)**

**00:35 Where do we get data from (10 m)**

**00:45 Assumptions + Multiple Models (10 m)**

**00:55 Break # 1 (10 m)**

**01:05 Past Data + Simpson’s Paradox (20 m)**

**01:25 Causal Inference + Takeaways (30 m)**

**01:55 Propensity score matching (20 m)**

**02:15 Break # 2 (10 m)**

**02:25 A/B Testing + Uplift Modeling (20 m)**

**02:45 A/B Testing + Evaluation (10 m)**

**02:55 Wrap-up (10 m)**