User requests to Check or Update Campaign Plans in the app

Sends back the saved campaigns or update campaigns according to the user's request

App data storage

JerryRat App

User sents customer info to the server from the JerryRat app to see if the specified customer is worth taking time to call them for a promotion.

The server calls an inquiry on the databse to check and update the customer's info.

Server

The server sents result back to the client.

Return the result predicted by the ML model.

Cloud DataBase

XGBoost

If the customer does not have a predicted result, feed the customer's info to the ML model for a result

Return and save the result to the database.

Machine Learing Model