

### Case Study: Calculating Incremental Uplift

Your task is to calculate the incremental uplift of the promotions on the retailer's sales and determine whether “Buy One Get One” or “discount offers” return a higher uplift. Or alternatively if you find that neither have any sales uplift at all.

#### Data:

The dataset contains the following features.

recency	months since last purchase
spend	\$total historical spend of the customer
used_discount	indicates if the customer used a discount before in the past
used_bogo	indicates if the customer used a buy one get one before in the past
urbanity	Urbanity of the customer: Suburban/Urban/Rural
is_referral	indicates if the customer was acquired from referral channel
channel	channels that the customer using, store/Web/Multichannel
offer	the offer sent to the customers, Discount/But One Get One/No Offer
conversion	customer conversion(bought or not)