# Causal Inference and User Modeling

## Goal

I worked as a data scientist for a small digital advertisement company. However, unlike the many publisher startups out there, the focus of this particular startup was to provide key metrics for the beforementioned ad publishers. Websites have many ad slots to fill for the user to consume, and during the loading of the page, the spaces are being auctioned to bidding publishers within milliseconds during loading the page content. The publishers are bidding based on key metrics, mostly their own, bidding more if they feel the user exposed to their particular ad is more likely to convert. Conversion is the internet term for the desired action resulting from seeing an ad. That can be a click on the ad, a visit to the advertisers' website, and of course, the best result: a purchase.