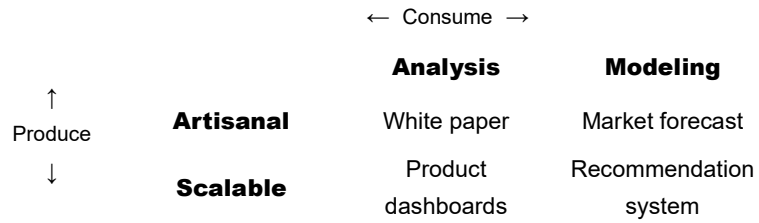


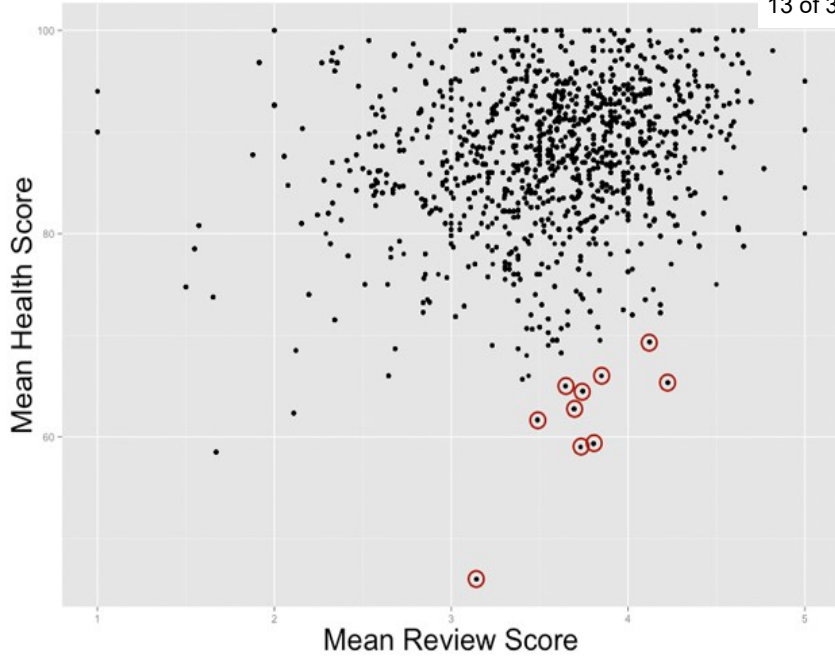
8 of 35

## Marginal Costs



- Helps to consider how much effort will be required to consume as well as produce the work
- Provides context to evaluate the impact

13 of 35



- 18 of 35



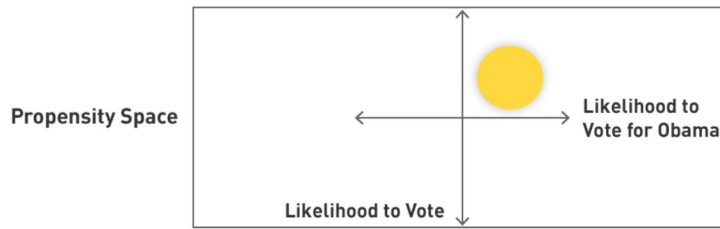
## Dashboards and Reporting

- 5/8/2018, 7:53 PM

29 of 35

## One-Off Propensity Modeling

Example: Obama campaign's effort to get out the vote



- You do not have to scale (i.e., bespoke).
- Assign each individual a score in order to prioritize your targets.
- Look for people who are on the margin but with a high propensity.

35 of 35

## Machine Learning Data Products

- Scalable
- Complex in terms of engineering, source records, and techniques
- Helpful for making predictions about consumers' propensity in a scalable way
- Time-consuming
- High leverage