State-Action ~~Diagram~~ Plot

Coupon = no

Coupon = yes

Coupon = no

A

S

A

S
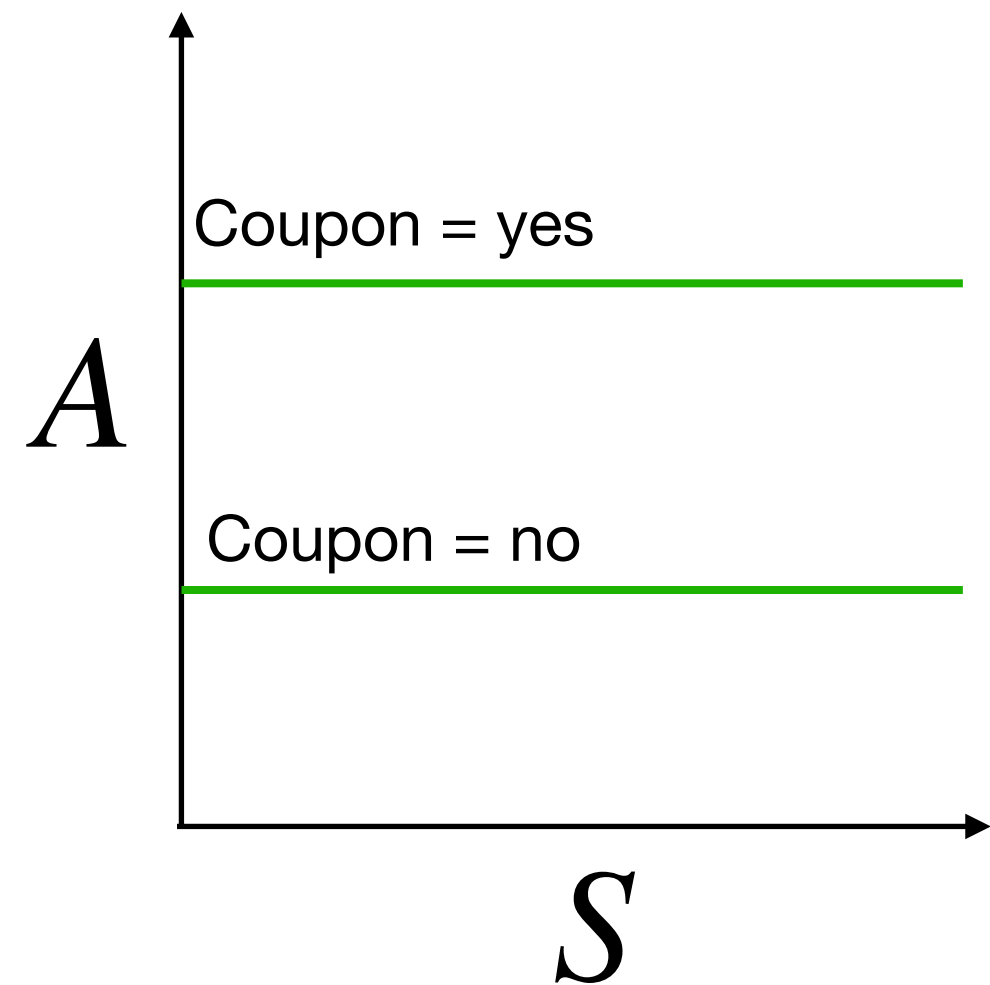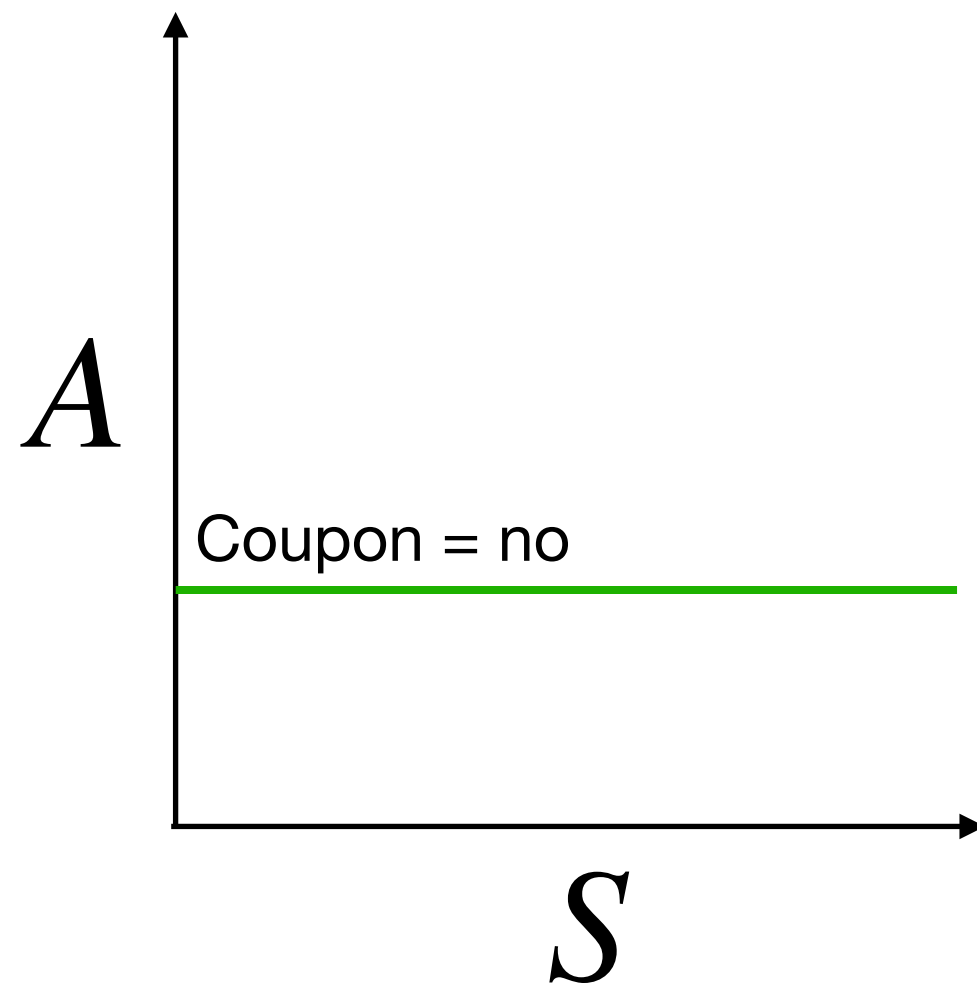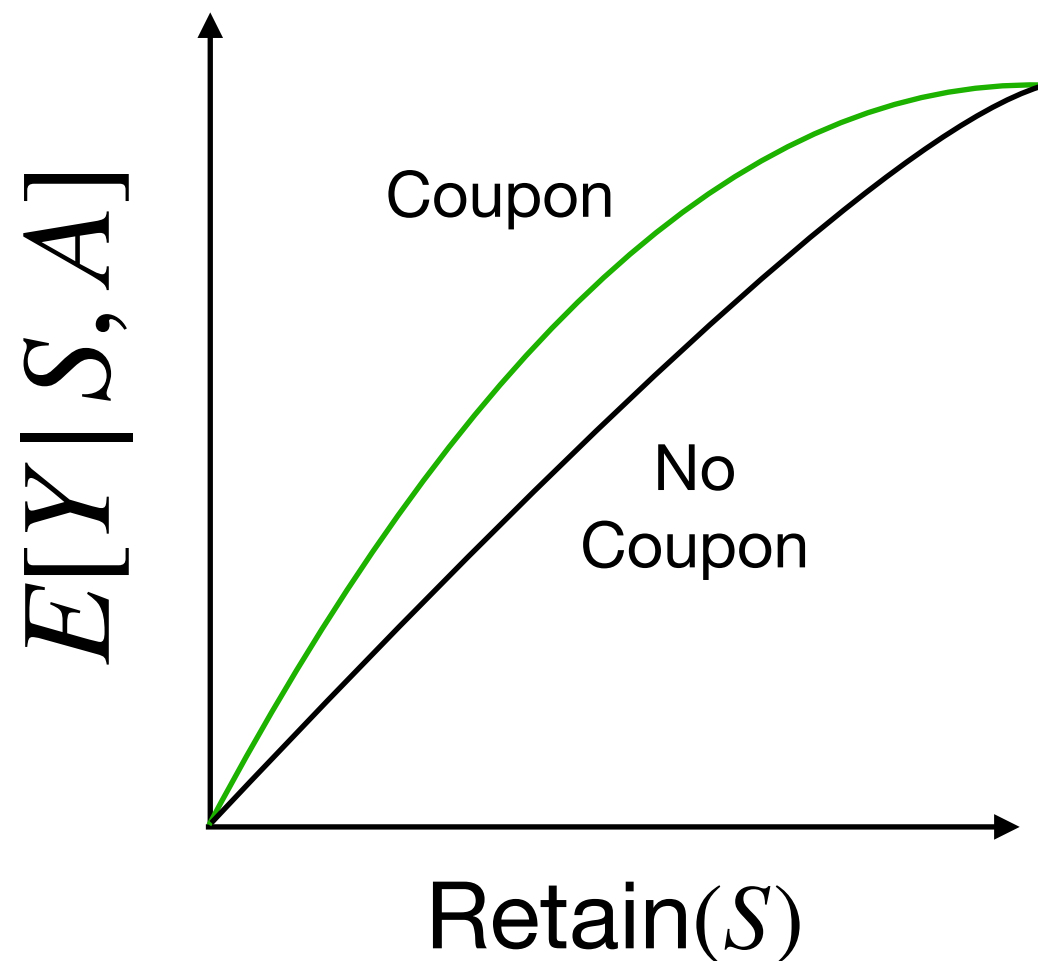
$P(A \mid S) > 0$

When you're in the model

- Commonly called a HTE (heterogeneous treatment effect model)

- We can estimate which users have the highest impact from coupons.

- Tells us exactly **who** to give coupons to prevent churn and also helps us figure out **how many** to give.