When you're in the model

$E[Y|S,A]$ (vertical axis)

Coupon

No Coupon

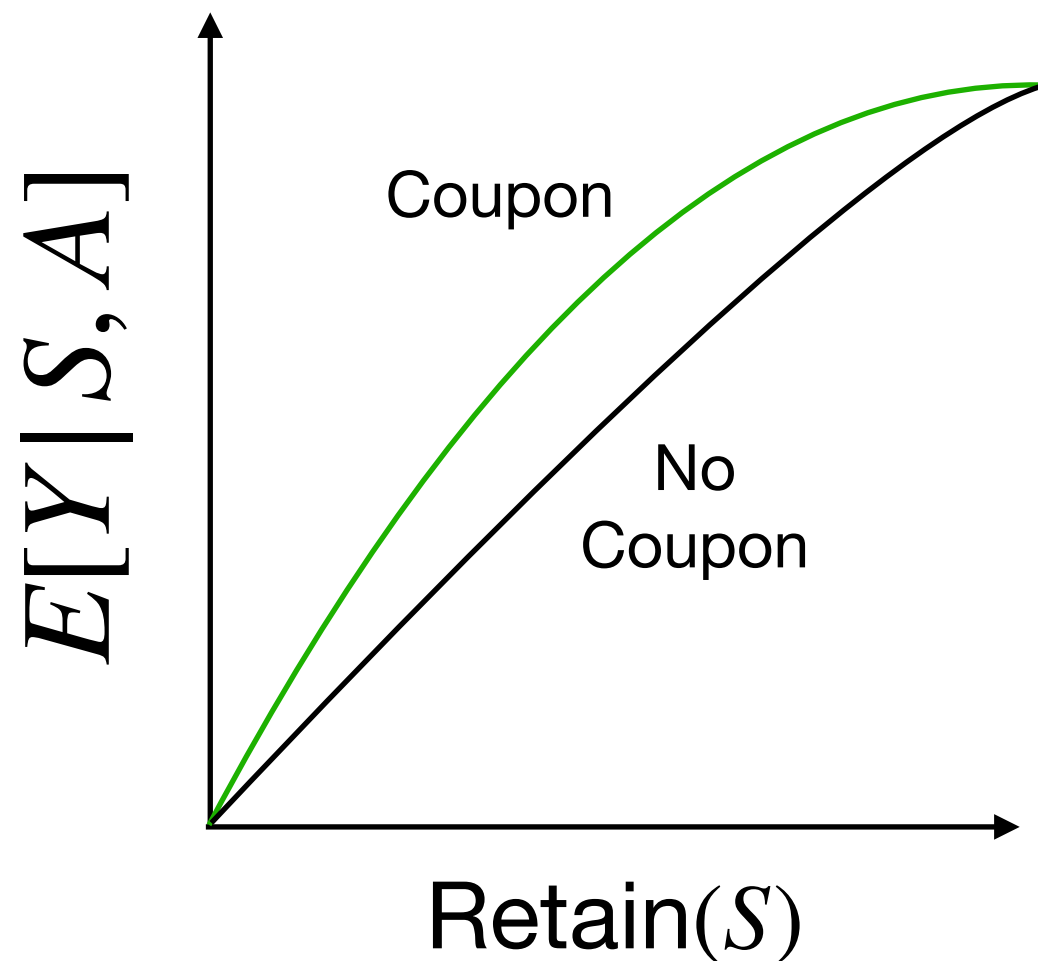Retain(S) (horizontal axis)

- 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.

Story: forecasting