Exercise 12 - Starter - BSTS Causal Impact

TO-DO: What was the actual revenue for the treated region in the post period? Do you recall what the ground truth decomposition between the monthly baseline revenue (if not for the treatment) and the average treatment effect?

TO-DO: How did the Synthetic Control (BSTS) decompose the actual value into the baseline and incremental treatment effect? What is the percentage increase?

TO-DO: How does the Synthetic Control (BSTS) estimate compare to the ground truth? How did it do compared to the other models we reviewed?