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APPROACH FOR THE SOLUTION OF PREDICTING THE CLTV SCORE: -

➢ Imported all the required libraries for the data

➢ Loaded the data in the data frame

➢ Checked the null values, the data doesn't contain any null values.

➢ Checked the value counts for all the variables

➢ Replaced all the Categorical columns into Numerical columns.

➢ Checked whether the data contains any duplicate value, the data doesn't contain any duplicates.

➢ Divided the data in training(60%) and testing set(40%).

➢ Loaded the catboost model

➢ Fitted the model

➢ Predicted the model score using r2 as metrics.

➢ Also checked both training and testing accuracy.

➢ Performed hyper parameter tunning using grid search cv for better results.

➢ Predicted with the hyper parametered model.

➢ Cleaned the test data also.

➢ Implified the model on test data.

➢ Created the Csv file as mentioned