

# *Customer Engagement*

## **Que. trying to answer:**

How Machine Learning affects Customer Engagement?

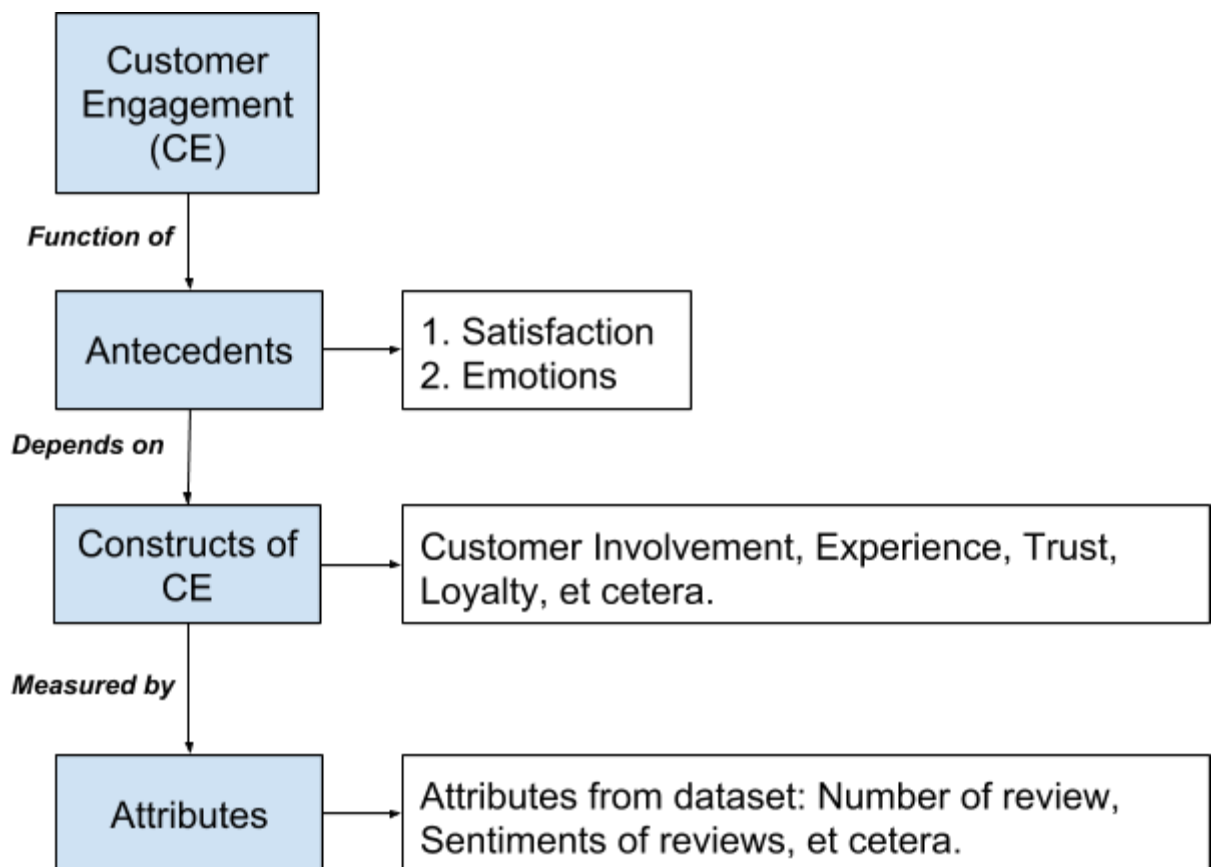
**Answer can be:** Difference b/w Customer Engagement before and after applying Machine Learning.

## **Customer Engagement:**

According to pansari paper, simply if customer is **buying** (Direct CE) or **referring**(Indirect CE) the product/service, then customer is engaged to organization.

According to pansari paper,

CE (buying/Referring) depends on following way to the bottom.



**So now Que. is,**

How Machine Learning affects customers' buying or referring by **Attributes**?

**Answer can be:** Difference b/w customers' buying or referring before and after Machine Learning using antecedents, constructs, & attributes.

We are not talking about individual customer's CE.

We have created dataset in timely manner from 1996 to 2014.

