Customer Engagement

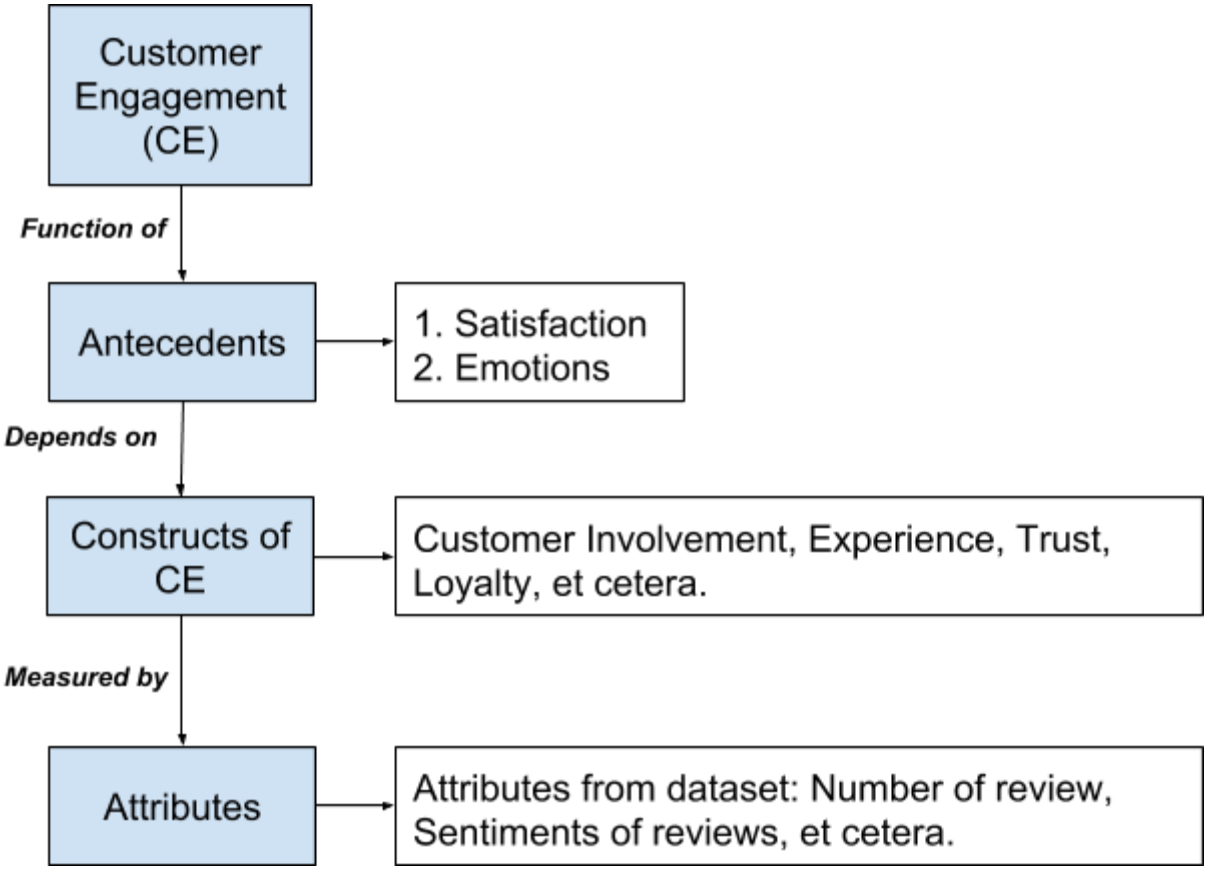
Que. trying to answer:

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.

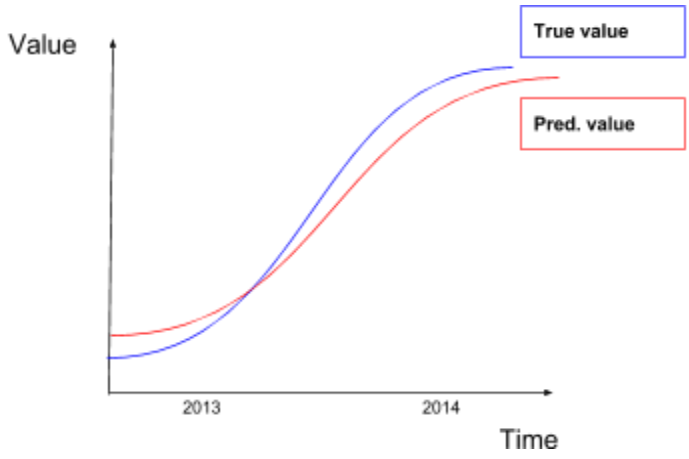
According to pansari paper,
CE (buying/Referring) depends on following way to the bottom.



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.



Plotting graph of constructs:

That means if we didn't feed any constructs in ML model then also it has learned the CE just by using datasets attributes.

Now true value for one of the constructs can be attributes value over the time (2013-14). Pred. value will be same constructs predicted value.

Now by looking at graph we can say that our ML model has predicted the customer engagement (in terms of all the constructs of CE).