* Customer value prediction (supervised)
* Customer segmentation (unsupervised)
* Feature engineering
  + Dummy variables
* Variable correlation
* Frequency & recency
  + Size
  + Franchise
  + Region
* Revenue histogram by number of customers
* Feature engineering
  + Recency
  + Frequency
* Customer value prediction w/ supervised
* Average revenue per job
  + Industry
  + Location
* Customer
  + Customer (ID)
  + City
  + Province
  + Size
  + Franchise
  + Industry
  + # job
* Job
  + Job ID
  + Customer ID
  + Invoice ID
  + Invoice data
  + Estimated cost
* Invoice
  + Date
  + ID
  + Account
  + Class
  + Amount