**Goal**: estimate life time value of existing customers based on their transaction history

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Customer Location (category)** | **Customer**  **Recency**  **(days)** | **Customer Frequency (float)** | **Payment Value (float)** | **Payment Method (category)** | **Payment Installment (integer)** | **Product Category  (category)** | **Photo Quantity (integer)** | **Review Score  (integer)** | **Review Times (hours)** |
| City 1 | 32 | 0.01 | 99.3 | Debit Card | 1 | Furniture | 2 | 2 | 8 |
| City 2 | 117 | 0.2 | 24.39 | Credit Card | 8 | Electronics | 4 | 5 | 24 |

**Goal**: predict value of sellers based on their features upon sign up

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Seller Location (category)** | **Business Segment (category)** | **Lead  Type (category)** | **Lead Behavior (category)** | **Has Company (Boolean)** | **Has GTIN (Boolean)** | **Business Type (category)** |
| City 1 | home\_decor | online\_medium | Cat | 0 | 0 | Reseller |
| City 2 | health\_beauty | Offline | Wolf | 1 | 1 | Manufacturer |