* Customer life time value
* Investment
  + Acquisition cost
  + Offline ads
  + Promotion
  + Discount
* LTV calculation
  + Time window
  + 6 month
  + Total
    - Revenue
    - Cost
* Time frame
  + Industry
  + Business model
  + Strategy
* 3-6
* Score data frame
* 6m LTV vs cluster
* Regression
* LTV segment
* K means clustering
* Model
  + Dummy
  + Correlation
  + Feature label split
  + Train test split