Customer lifetime value

Presentation of results

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Plan

* What is Customer lifetime value
* What can we use it for
* What do we need to estimate it
* Results

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Customer lifetime value (CLV) is the current and all future values of the net profit associated with a customer.

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* **What can we use it for**
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» What can we use it for

* See what channel, country and brand performs best
* How much is an average customer worth the next periods
* Look at which individual customers returns the most revenue
* Estimate which customers are about to churn

Plan

* What is Customer lifetime value
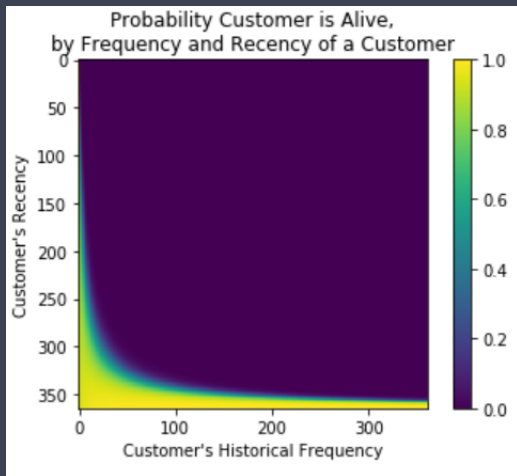* What can we use it for
* **What do we need to estimate it**
* Results

» What do we need to estimate it

* Enough transaction data (Date, customer id, Deposits, Netrevenue)
* Optionally which segments we want to look at (Channel, Country, etc.)

Plan

* What is Customer lifetime value
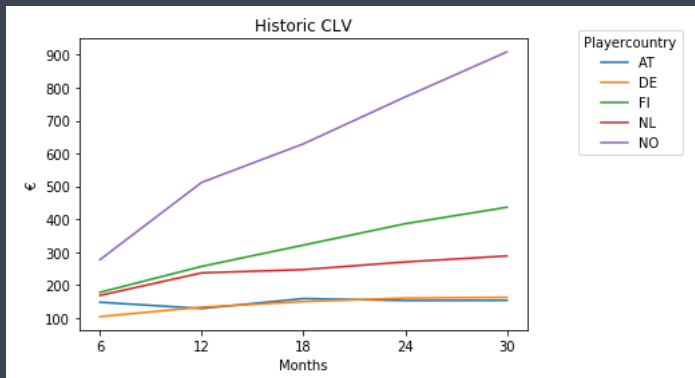* What can we use it for
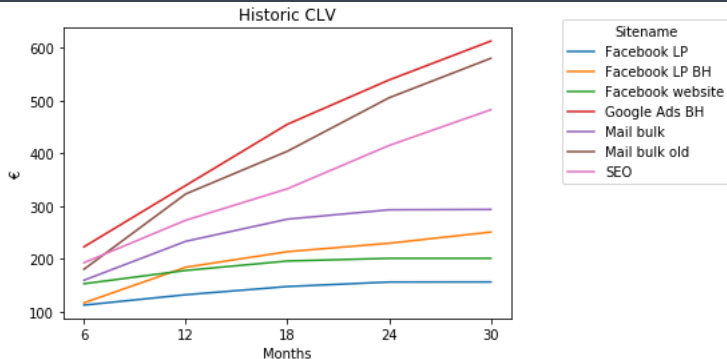* What do we need to estimate it
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» Results

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	frequency	recency	T	predicted_purchases
playerid				
3575144	239.0	274.0	274.0	25.409108
578440	323.0	364.0	364.0	26.031606
218781	328.0	364.0	364.0	26.434375
502250	328.0	364.0	364.0	26.434375
274101	333.0	364.0	364.0	26.837143
855685	79.0	80.0	80.0	27.004225
603168	315.0	329.0	329.0	28.021926
78861	350.0	364.0	364.0	28.206556
289660	357.0	364.0	364.0	28.770433
117869	360.0	364.0	364.0	29.012094

» Results

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Historic CLV

Thank you for listening