

# Customer Lifetime Value

## Recap : What is Customer Lifetime Value ?

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1. Customer lifetime value (CLV or LTV) represents the total expected profit a company expects from a client throughout their entire relationship.
2. Used in multiple industries in order to evaluate the financial value of a customer and better tailor the approach of the company towards customers (pricing, marketing, etc.)

# Problem

# Classification and Regression Trees (CART)

# Markov Chains

# Our Results

# Discussion