* Thesis: “disproportionate marketing investments should depend on the firm’s ability to forecast future profits and the costs of misclassification, has varying levels of relevance for different types of marketing investment”
* Explains why it is important to differentiate between customers
* Importance of variance?
* Objective: “estimate the future CLV for individuals or households using past purchase behavior and other available information”
* “the firm should be primarily interested in estimating long-term, rather than lifetime value“
* Use R-squared but no prediction intervals