RMSFE: Not possible because of Forecasting error is not observed

Bernoulli process

* Random sequence of 0s and 1s, independently and identically distributed
* Fresh start property

Pareto/NBD Model

Poisson distribution

* Discrete probability distribution
* probability of a given number of events in a fixed time interval
* events occur with an unknown constant mean rate
* events occur independently of the time since the last event occurred
* Given: Expectations of λ events and Poisson distribution
  + Probability that k events occur =
* Ein Bild, das Text, Screenshot, Diagramm, Zahl enthält.

  Automatisch generierte BeschreibungEin Bild, das Text, Screenshot, Diagramm, Reihe enthält.

  Automatisch generierte Beschreibung

Gamma distribution

* Continuous probability distribution
* For integers: Γ(n)=(n−1)!
* For any positive real number:
* Model the time until the k-th arrival in a Poisson process
  + Model waiting times
* Shape parameter α and scale parameter θ

Beta distribution

* Continuous probability distribution
* Model the behavior of random variables limited to intervals of finite length
* Model random behavior of percentages and proportions

https://medium.com/geekculture/predicting-customer-life-time-value-cltv-via-beta-geometric-negative-binominal-distribution-59be07ac30bd

<https://archive.ics.uci.edu/dataset/502/online+retail+ii>

distance between point forecast and true point / interval length