**Customer Lifetime Value:** Customer lifetime value (CLV), represents the total amount of money a customer is expected to spend in your business, or on your products, during their lifetime. n important figure to know because it helps you make decisions about how much money to invest in acquiring new customers and retaining existing ones. Calculating the CLV for different customers helps in a number of ways, mainly regarding business decision-making.

**Objective:** To optimize business and maximise profit for the company.

**Steps:**

1. The csv file which contains the dataset is imported using read.csv function
2. The file imported i.e. the dataset is stored as a data frame.
3. The data frame is then checked for missing values. If missing values are found then, data frame is treated.
4. The relationship between variables are checked using different kinds of visualizations such as Bar graphs, histograms, scatterplots boxplot etc.…
5. Correlation and ANOVA tests are performed to eliminate insignificant variables.
6. Linear Regression model is formed. The iterations for categorical variables are carried out till all the variables in the model have a probability less than 5%
7. Different tests such as normality, multicollinearity are performed for the model and the goodness of fit is checked.

**Results:** The linear regression model is well suited for this dataset. It has a mean and median accuracies of 76% and 84% respectively and is showing goodness of fit.