Context

Using Watson Analytics, you can predict behaviour to retain your customers. You can analyse all relevant customer data and develop focused customer retention programs.

Inspiration

Understand customer demographics and buying behaviour. Use predictive analytics to analyse the most profitable customers and how they interact. Take targeted actions to increase profitable customer response, retention, and growth.

Source

<https://www.ibm.com/communities/analytics/watson-analytics-blog/marketing-customer-value-analysis/>

<https://www.kaggle.com/datasets/pankajjsh06/ibm-watson-marketing-customer-value-data>