**Summary-**

This project can help company in following ways:

1.Tracking customers and how they move among different segments over time, including customer transaction analysis

2.Accurately predicting the future behavior of customers (e.g., transaction prediction) using predictive customer behavior modeling techniques – instead of just looking in the rear-view mirror of historical data.

3.Using advanced calculations to determine the customer lifetime value (LTV) of every customer and basing decisions on it – instead of looking only at the short-term revenue that a customer may bring the organization.

4.Knowing, based on objective metrics, exactly what marketing actions to do now, for each customer, in order to maximize the long-term value of every customer.

5.Using marketing machine learning technology that will reveal insights and make recommendations for improving customer marketing that human marketers are unlikely to spot on their own