

MKT 511 Marketing Analytics

Tutorial 4 – Analytics for Customer Management



Analytics for Customer Management

- **Part A) Customer Lifetime Value**
 - Exercise 1
- **Part B) Acquisition vs Retention**
 - Exercise 2
 - Exercise 3

Part A) Customer Lifetime Value

Exercise 1

- Fictional setting of a music subscription service
- Getting to the know user-defined functions in R and applying them to CLV calculation (**a**)
- Considering changes to the arguments and their effects on CLV (**b – f**)

Part B) Acquisition vs Retention

Exercise 2

- Fictional setting of a music subscription service
- Using prospect lifetime value to assess campaign profitability (**a – b**)
- Calculating average acquisition and retention costs (**c**)

Part B) Acquisition vs Retention

Exercise 3

- Fictional setting of a music subscription service
- Calculating CLV for different customer types to assess profitability **(a)**
- Computing segment CLV **(b)**

Remarks on the Exam

- Questions posted in the forum less than 48h before the exam will not be moderated by us
 - Feel free to discuss the content with your classmates
- Remember to comment your solutions (the output is not visible in the exam PDF sent to us)
- Review reading data files in R and printing .R files to PDF for your final solution

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Questions?

Please feel free to ask all of them in the Q&A Forum on ILIAS!

Leonie Gehrman

leonie.gehrmann@uni-mannheim.de