# CLTV of Customer Prediction

Submitted by: -

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## Objective

Your task at hand is to build a machine learning-based approach to predict the

CLTV of a customer.

## Approach

* Started by analysing the data with some visualization using pandas and matplotlib. In that case to know if the data contains any nan value or any duplicates
* Done univariate analysis and bivariate analysis to get the factor affecting the CLTV
* Outlier removal in the claim amount
* Attached a detailed report of Analysis. Please find in zip folder named as (CLTV\_customer.html)
* Tried one hot encoding to encode the Categorical column
* Model Building: - Tried all the Regression machine learning model to predict the CLTV you can find in the Attached notebook by hyper tunning model(Gradient Boosting worked best for me)(Tried the Hyper tuning model but did not succeed with Greater result)
* I have attached two file one has been on different model another have the Hyper tunned model Please go through it once