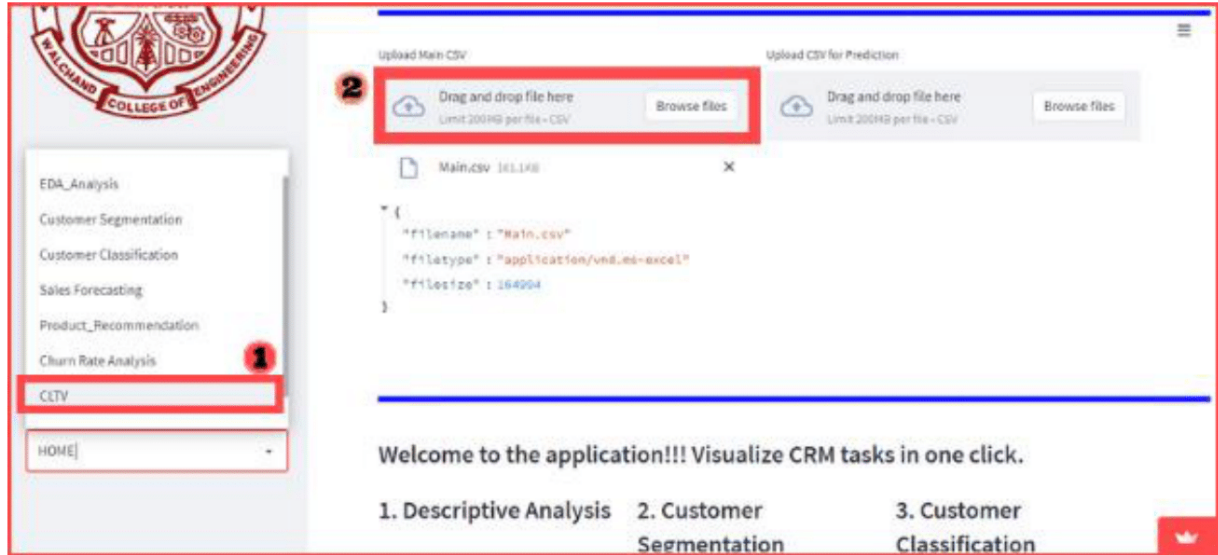


CLTV

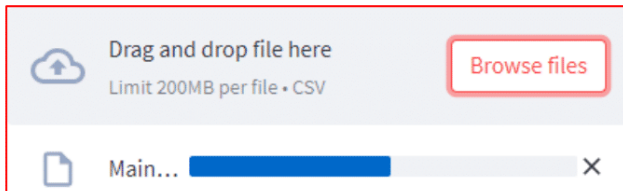
A GUIDE TO USER



8.1 CLTV



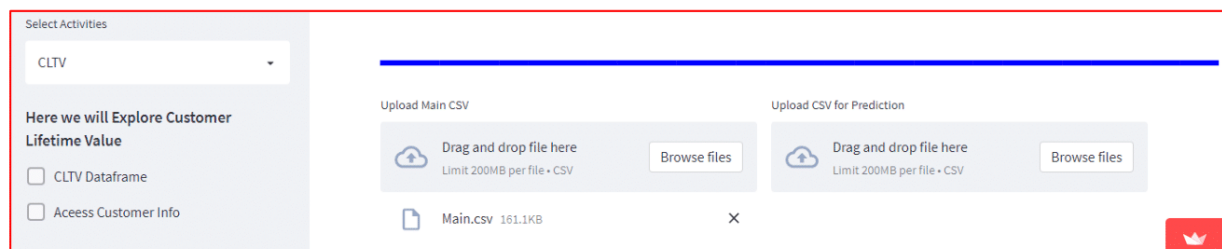
- Select the CLTV option from the dropdown in the sidebar menu. Wait for some time until the screen gets static.



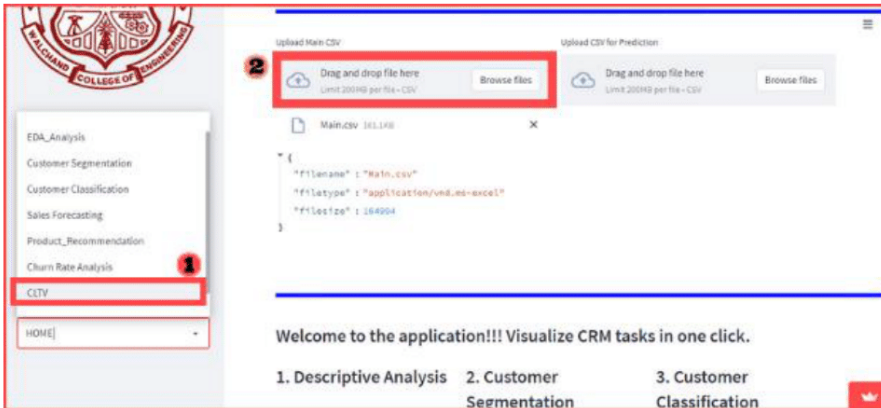
- Upload the **.csv file** of the dataset whose sales are to be forecasted.
- This can be done either by 'drag and drop' mode or by just browsing your directory.

This dataset should at least contain attributes signifying time (in form of bill date), amount (in form of profits, revenue) and customer id.

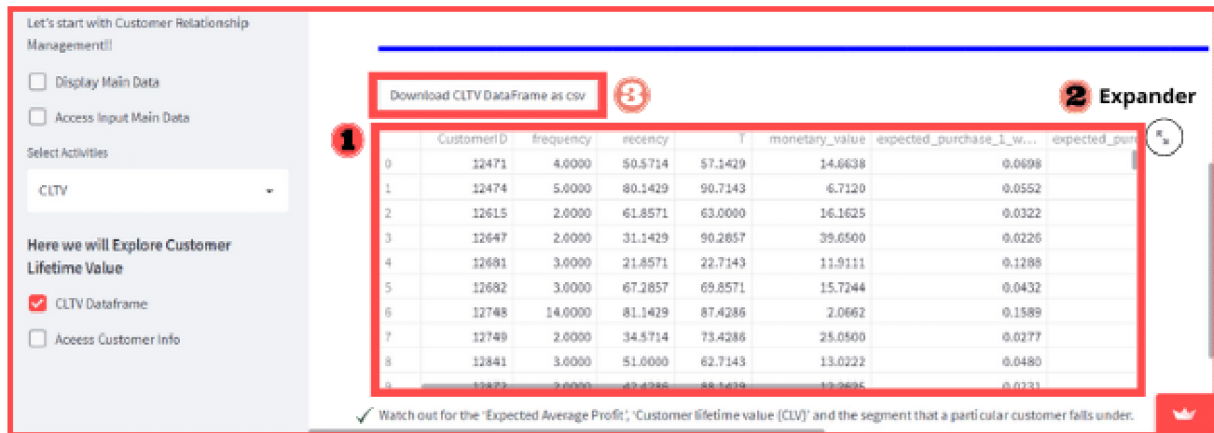
- Further you can choose between CLTV Dataframe and Access Customer Info. as per your requirements by clicking the checkbox in the sidebar menu.



8.2 CLTV Dataframe



- Click on the **CLTV Dataframe** option in the sidebar menu. Wait for some time until the results are displayed.



- A tabulated data containing index value, customer id, frequency, recency, monetary, time measure T, expected purchase value (weekly and monthly), expected average profit, clv and the clv based segmentation will appear on the interface.

	frequency	recency	T	monetary_value	expected_purchase_1_w...	expected_purchase_1_m...	expected_average_profit	clv	scaled_clv	Segment
0	4.0000	50.5714	57.1429	14.6638	0.0698	0.2792	-2.8629	-34.7421	0.9811	D
1	5.0000	80.1429	90.7143	6.7120	0.0552	0.2207	-1.7224	-16.5197	0.9914	C
2	2.0000	61.8571	63.0000	16.1625	0.0322	0.1288	-1.4377	-8.0511	0.9962	C
3	2.0000	31.1429	90.2857	39.6500	0.0226	0.0904	-3.5261	-13.8489	0.9929	C
4	3.0000	21.8571	22.7143	11.9111	0.1288	0.5150	-1.6632	-37.2347	0.9797	D
5	3.0000	67.2857	69.8571	15.7244	0.0432	0.1728	-2.1955	-16.4868	0.9914	C
6	14.0000	81.1429	87.4286	2.0662	0.1589	0.6356	-2.7580	-76.1954	0.9578	D
7	2.0000	34.5714	73.4286	25.0500	0.0277	0.1108	-2.2280	-10.7300	0.9947	C
8	3.0000	51.0000	62.7143	13.0222	0.0480	0.1921	-1.8183	-15.1833	0.9922	C
9	2.0000	42.4286	88.1429	12.2625	0.0231	0.0925	-1.0910	-4.3877	0.9983	A
10	2.0000	116.4286	134.1429	21.1500	0.0153	0.0611	-1.8812	-4.9921	0.9979	B
11	2.0000	34.1429	75.7143	11.8925	0.0269	0.1075	-1.0581	-4.9441	0.9980	B
12	3.0000	63.7143	82.0000	9.0111	0.0369	0.1475	-1.2584	-8.0690	0.9962	C
13	3.0000	55.5714	64.8571	81.9911	0.0465	0.1859	-11.4448	-92.4615	0.9486	D
14	2.0000	15.8571	47.8571	46.0500	0.0422	0.1687	-4.0952	-30.0283	0.9838	D
15	2.0000	37.1429	73.2857	4.8125	0.0278	0.1110	-0.4286	-2.0679	0.9996	A
16	3.0000	33.1429	84.4286	9.6333	0.0358	0.1433	-1.3453	-8.3808	0.9960	C
17	2.0000	38.0000	71.5714	20.6000	0.0284	0.1136	-1.8323	-9.0500	0.9956	C
18	2.0000	69.7143	75.7143	42.3000	0.0269	0.1075	-3.7618	-37.5726	0.9508	D

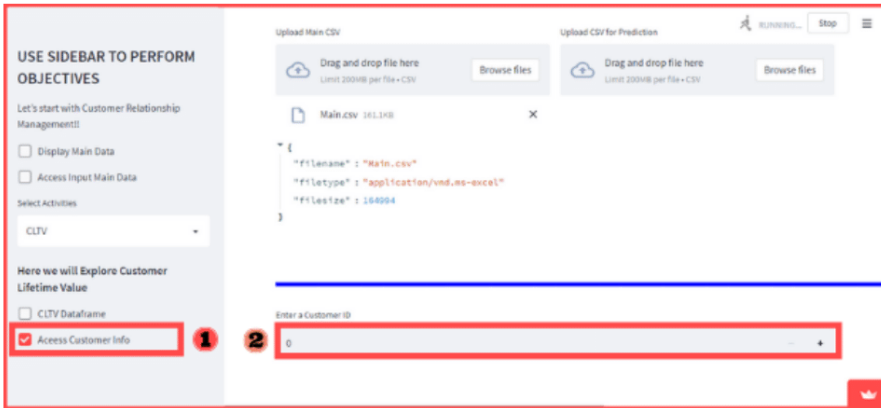
- To fully view the forecasted table, use the expander and see all the values corresponding to all aspects related to CLTV.

Here note that the 'index value' is just a number attached to the particular datapoint for further filtering, and has no significance in CLTV evaluation.

- To download this table for further analysis or usage, click on the button '**Download CLTV Dataframe as CSV**'.

If you come across any unprecedented or unsure results, repeat the above procedure and get your results displayed again without any hesitation.

8.3 Access Customer Info



- Click on the **Access Customer Info** option in the sidebar menu. Wait for some time until the results are displayed.

Access Customer Information

Enter a Customer ID

12474

Press Enter to apply

- To access the CLTV and related information of a particular customer, type the valid customer id of that particular customer in the blank provided. Press enter key and wait for the respective result to show up.

Enter a Customer ID

12474

Segment : C

Expected Purchase of 1 week : 0.05516539195571517

Expected Purchase of 1 Month : 0.22066156782285978

Expected Average Profit : -1.722367883556913

Customer CLV Value: -16.519733197050304

Looks like this customer is closely associated to the growth of your business. Hope this customer fits into the top segments.