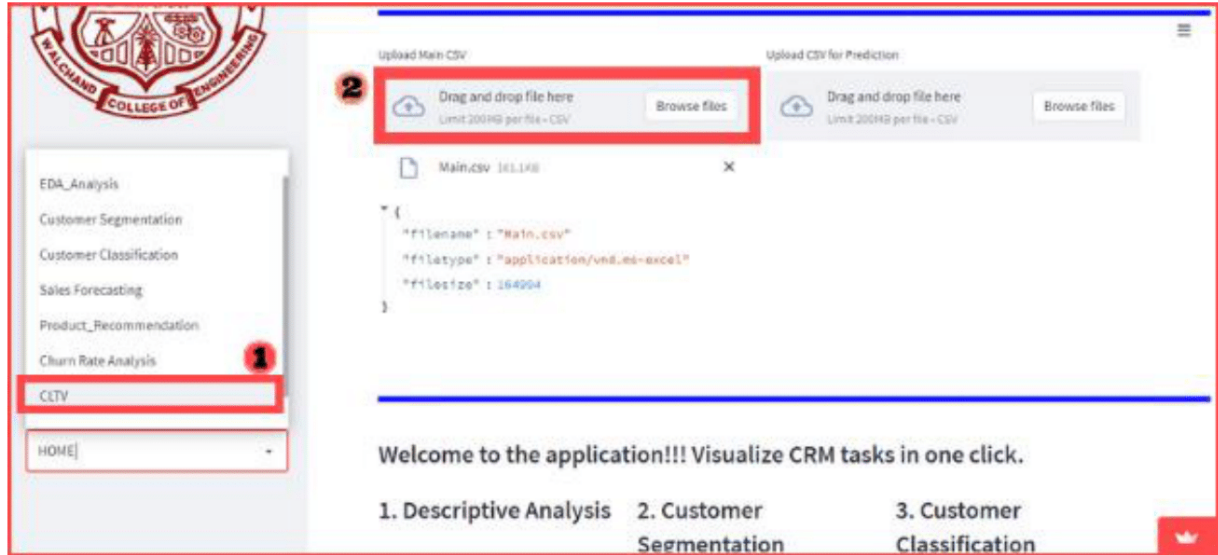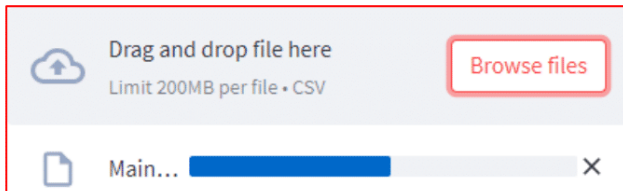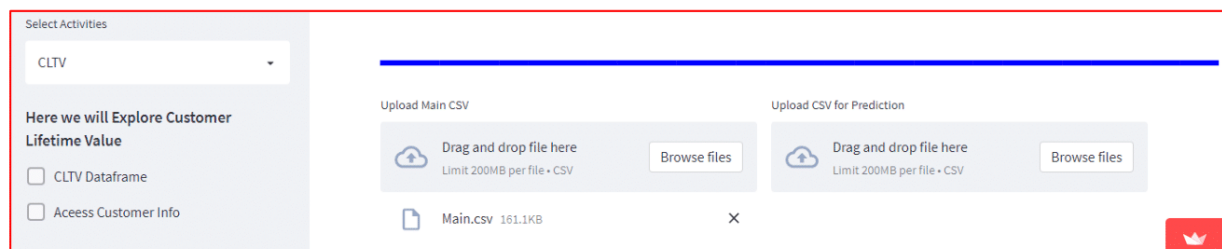# CLTV

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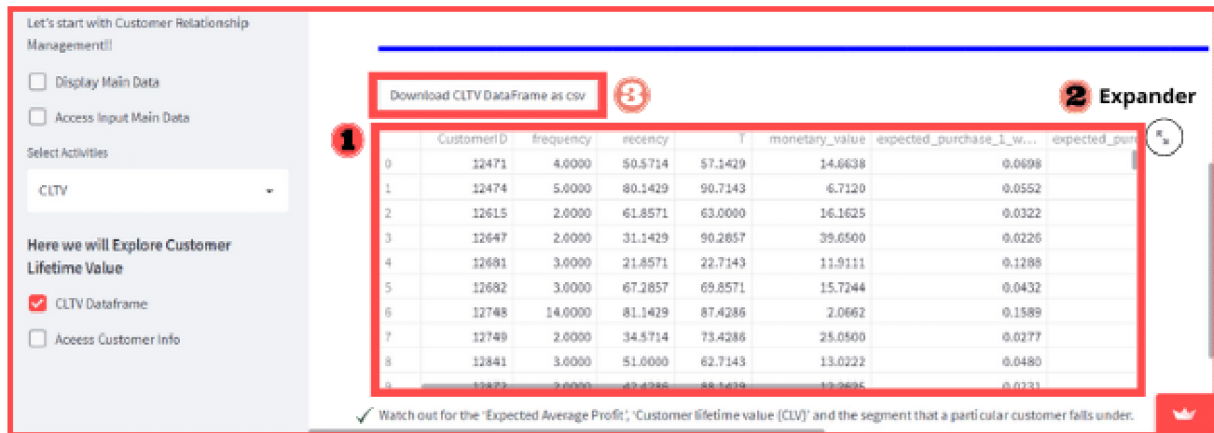
- Further you can choose between CLTV Dataframe and Access Customer Info. as per your requirements by clicking the checkbox in the sidebar menu.

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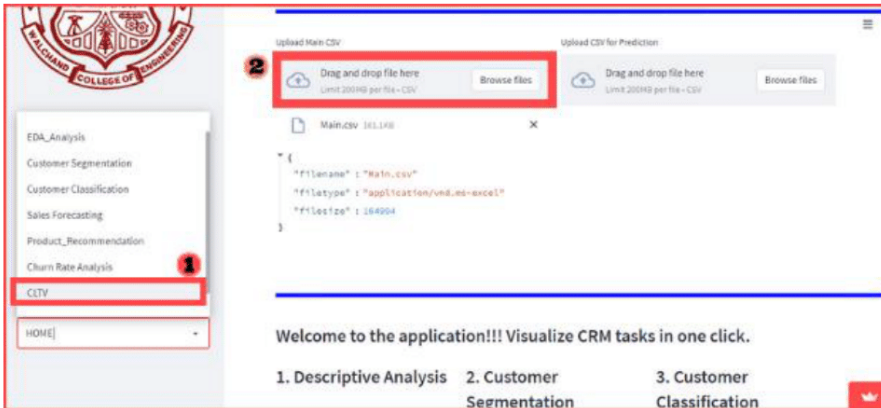
- Click on the **CLTV Dataframe** option in the sidebar menu. Wait for some time until the results are displayed.

- 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.


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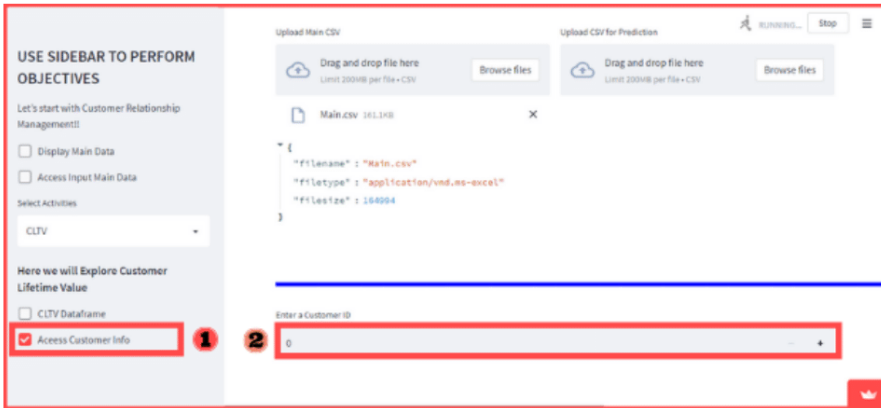
- Click on the **Access Customer Info** option in the sidebar menu. Wait for some time until the results are displayed.

- 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.