

Customer Lifetime Value (CLV) Analysis Report

Objective

Estimate Customer Lifetime Value (CLV) to segment customers and identify high-value targets using RFM modeling, K-Means clustering, and regression modeling.

Approach

- Cleaned and merged customer datasets
- Calculated Recency, Frequency, and Monetary values
- Clustered customers using K-Means
- Predicted CLV using Linear Regression

Segment Summary (Averages)

segment	recency	frequency	monetary	predicted_clv
0.0	255.24	8.34	469.07	395.49
1.0	75.94	5.22	290.09	408.45
2.0	261.74	3.83	285.19	414.82
3.0	210.79	3.5	882.42	416.15