

Must Have

**Data
Collection**

**CLV
Calculation**

Segmentation

Visualization

Should Have

**Predictive
Modeling**

**Customer
Journey
Mapping**

**Feedback
Gathering**

**Retention
Strategies**

Could Have

**Personalization
For Customers**

**Integration
For
Decision
Making**

Experimentation

Won't Have

**Non-
Essential,
Unnecessary
Features**