Customer Lifetime Prediction System (CLPS)

Abstract

This project aims to develop a Customer Lifetime Prediction System (CLPS) that will forecast individual customer lifetime values (CLV) using advanced machine learning algorithms. The system will integrate historical customer data, transactional records, and behavioral patterns to train a predictive model that dynamically adapts to evolving customer behaviors, ensuring accurate and real-time predictions.

The CLPS will incorporate a thresholded triggered emailing mechanism to facilitate personalized and timely communication with customers based on their predicted life cycle stages. The approach will involve automated and personalized email campaigns triggered by customers surpassing predefined CLV thresholds, fostering engagement, loyalty, and satisfaction.

The project will focus on creating a scalable system architecture to enable seamless integration with other relational models.

SUBMITTED BY
VEDANT RAIKAR
ANUBRAT BORA
ABHINAV DAYAL