Comparing 2014 Customer Purchase Change to 2015 Purchases - Results

	inactive	cold	warm high value	warm low value	new warm	active high value	active low value	new active
inactive	7227	0	0	0	0	35	250	0
cold	1931	0	0	0	0	22	200	0
warm high value	0	75	0	0	0	35	1	0
warm low value	0	689	0	0	0	1	266	0
new warm	0	1139	0	0	0	15	96	0
active high value	0	0	119	0	0	354	2	0
active low value	0	0	0	901	0	22	2088	0
new active	0	0	0	0	938	89	410	0

This shows that 2013- 2014 "new active" customers acquired. In 2015 938 of those customers became "new warm" (not purchasing).

This shows that from 2014 to 2015 there weren't any new acquired customer

These results represents Forecasting practices. We are using a dataset of 51k+ customers that has closed its 2014 revenue book. The company is currently starting Q1 of the year 2015 and wants to know what the forecasting customer trends. For example: Inactive customer from 2014 to 2015 7227 customer remained inactive, 35 became high purchasers (active high value) and 250 became low value (low purchasers)

Comparing 2014 to 2015 Customer Percentage Change - Results

	inactive	cold	warm high value	warm low value	new warm	active high value
inactive	96.2060703	0.0000000	0.0000000	0.0000000	0.0000000	0.4659212
cold	89.6888063	0.0000000	0.0000000	0.0000000	0.0000000	1.0218300
warm high value	0.0000000	67.5675676	0.0000000	0.0000000	0.0000000	31.5315315
warm low value	0.0000000	72.0711297	0.0000000	0.0000000	0.0000000	0.1046025
new warm	0.0000000	91.1200000	0.0000000	0.0000000	0.0000000	1.2000000
active high value	0.0000000	0.0000000	25.0526316	0.0000000	0.0000000	74.5263158
active low value	0.0000000	0.0000000	0.0000000	29.9236134	0.0000000	0.7306543
new active	0.0000000	0.0000000	0.0000000	0.0000000	65.2748782	6.1934586

|	new active	active low value
inactive	0.0000000	3.3280085
cold	0.0000000	9.2893637
warm high value	0.0000000	0.9009009
warm low value	0.0000000	27.8242678
new warm	0.0000000	7.6800000
active high value	0.0000000	0.4210526
active low value	0.0000000	69.3457323
new active	0.0000000	28.5316632

These results represents Forecasting practices. We are using a dataset of 51k+ customers that has closed its 2014 revenue book. The company is currently starting Q1 of the year 2015 and wants to know what the forecasting customer trends. For example: from 2014 to 2015, inactive customer going into 2016 are predicted to have a 96% chance of not purchasing again, and a 4% change they might purchase.

Predicting 2015 - 2025 Customer Purchasing Changes - Results

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
inactive	9158	10517	11539	12636	12940	13186	13386	13542	13664	13759	13834
cold	1903	1584	1711	874	821	782	740	709	684	665	650
warm high value	119	144	165	160	156	152	149	146	143	141	139
warm low value	901	991	1058	989	938	884	844	813	789	771	756
new warm	938	987	0	0	0	0	0	0	0	0	0
active high value	573	657	639	624	607	593	581	571	562	554	547
active low value	3313	3537	3305	3134	2954	2820	2717	2637	2575	2527	2490
new active	1512	0	0	0	0	0	0	0	0	0	0

These results represents Forecasting practices. We are using a dataset of 161k+ active purchasing customers. The company is currently starting Q1 of the year 2015 and wants to know what the forecasting for customer purchasing trend will look like until 2025 using 2014 result.
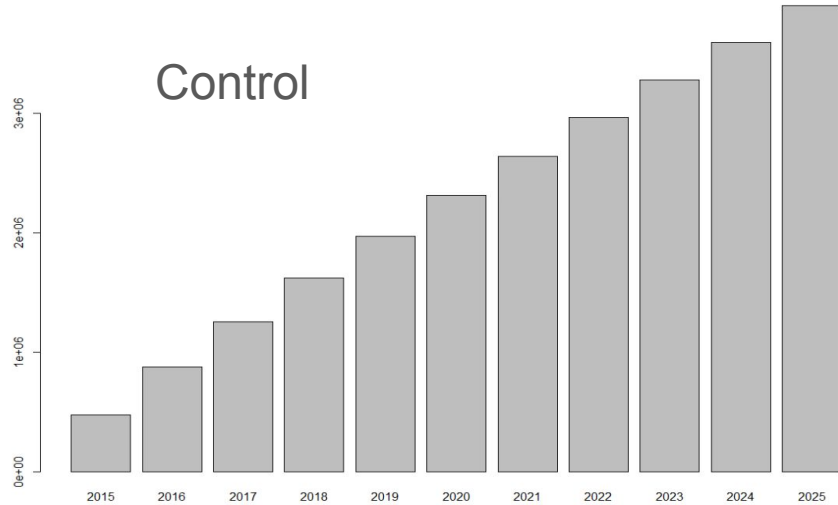
Predicting 2015 - 2025 Company Revenue Per Year
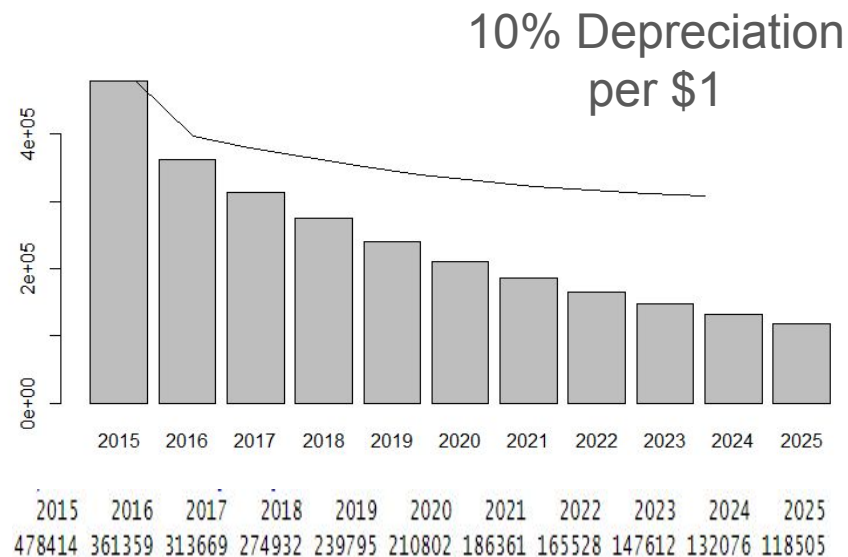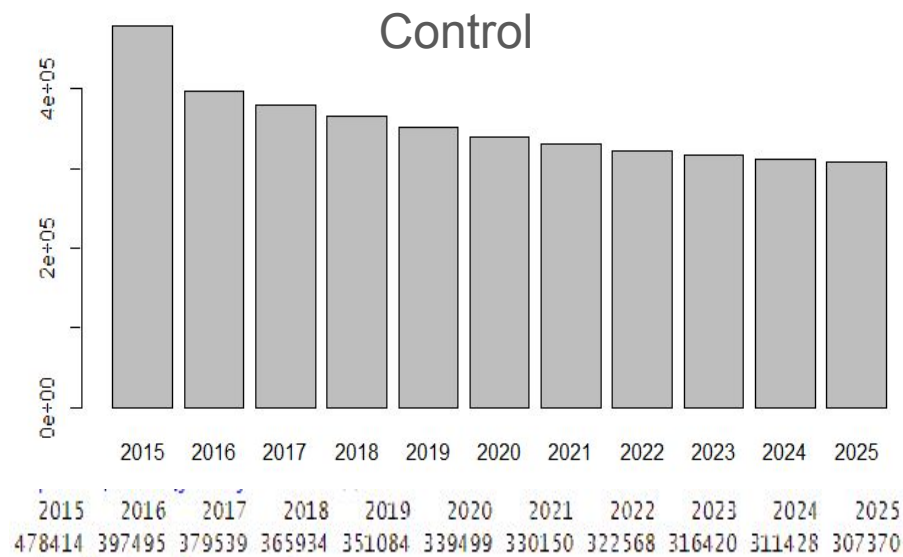
These results represents Forecasting practices. We are using a dataset of 161k+ active purchasing customers. The company is currently starting Q1 of the year 2015 and wants to know the specific forecasted revenue each year will bring for the company.
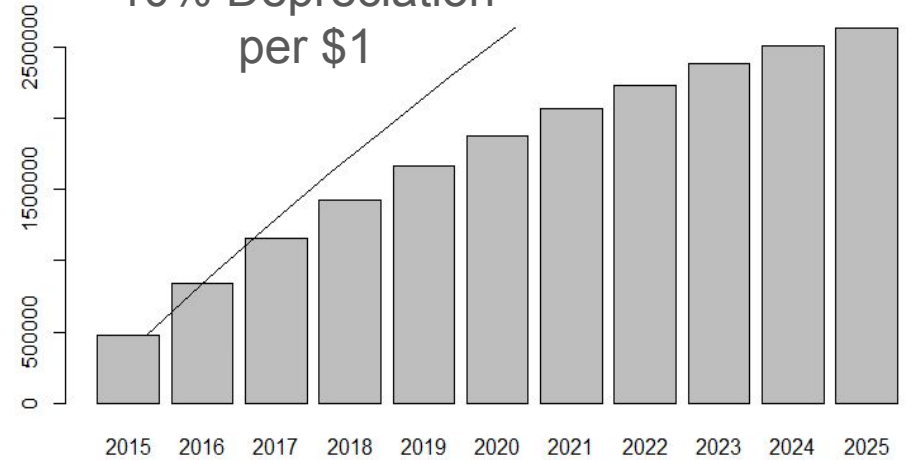
Predicting Total Company Revenue Until 2025

Control

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
478414	875909	1255448	1621383	1972467	2311966	2642116	2964085	3281105	3592533	3899903

10% Depreciation per $1

2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
478414	839773	1153442	1428374	1668169	1878971	2065333	2230861	2378473	2510549	2629054

These results represents Forecasting practices. We are using a dataset of 161k+ active purchasing customers. The company is currently starting Q1 of the year 2015 and wants to know the forecasted total compound revenue when looking year over year.

Predicting Total Company Revenue Until 2025
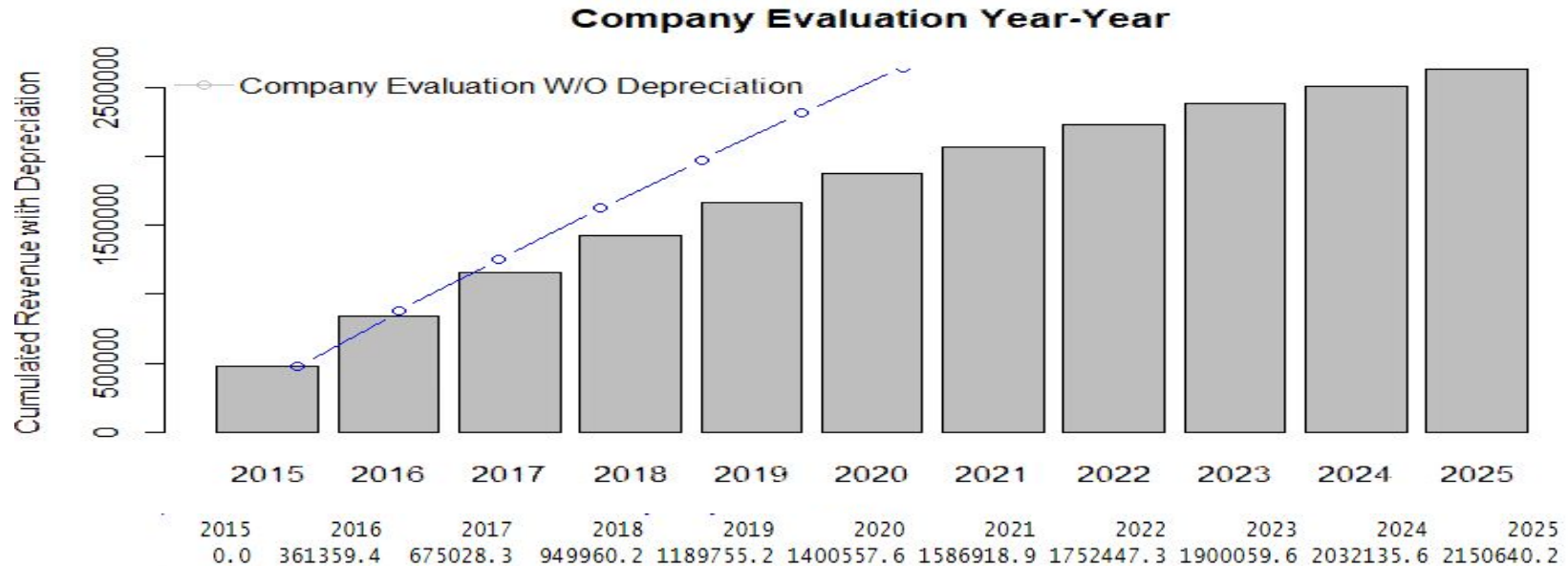
These results represents Forecasting practices. We are using a dataset of 161k+ active purchasing customers. The company is currently starting Q1 of the year 2015 and wants to know the forecasted company evaluation starting in 2016 until the year 2025.