

APP WORKING -

Deploy

Customer Lifetime Value (CLV) Predictor Pro

Predict the future value of your customers using data science techniques.

Upload Online Retail II Excel File

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online\_retail\_II.xlsx

43.5MB

Data loaded successfully

Data

Model Insights

Predict

Explainability

Preview of Raw & Processed Data

Raw Data Sample

	Invoice	StockCode	Description	Quantity	InvoiceDate	Price	Customer ID	Country	TotalAmount
0	489,434	85048	15CM CHRISTMAS GLASS BALL 20 LIGHTS	12	2009-12-01 07:45:00	6.95	13085	United Kingdom	83.4
1	489,434	79323P	PINK CHERRY LIGHTS	12	2009-12-01 07:45:00	6.75	13085	United Kingdom	81
2	489,434	79323W	WHITE CHERRY LIGHTS	12	2009-12-01 07:45:00	6.75	13085	United Kingdom	81
3	489,434	22041	RECORD FRAME 7" SINGLE SIZE	48	2009-12-01 07:45:00	2.1	13085	United Kingdom	100.8
4	489,434	21232	STRAWBERRY CERAMIC TRINKET BOX	24	2009-12-01 07:45:00	1.25	13085	United Kingdom	30

Aggregated CLV Data

Deploy

Preview of Raw & Processed Data

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Aggregated CLV Data

	Customer ID	FirstPurchase	LastPurchase	Frequency	Monetary	Duration	CLV
0	12346	2009-12-14 08:34:00	2011-01-18 10:17:00	17	-64.68	400	-1,099.56
1	12347	2010-10-31 14:20:00	2011-12-07 15:52:00	8	5,633.32	402	45,066.56
2	12348	2010-09-27 14:59:00	2011-09-25 13:13:00	5	2,019.4	362	10,097
3	12349	2009-12-04 12:49:00	2011-11-21 09:51:00	5	4,404.54	716	22,022.7
4	12350	2011-02-02 16:01:00	2011-02-02 16:01:00	1	334.4	0	334.4