

Summary:

As we are predicting the future transactions of customers, we can do the analysis on predicted data to plan new initiatives, strategies or campaign to increase the business. For example, if we see that there are more customers who are falling into a specific range of age, we can launch a campaign which is expected to perform pretty good for that age group. Also, we can analyse data of those customers who are not likely to do any transaction with us to know the root cause of what is stopping them to choose us over any competitor. For example: If we see that all customers (with no likely future transactions) giving us a low NPS we must strictly ask our customer experience team to do a detailed survey to identify the key areas where we need to improve. We can also think to give promotional coupons to the potential repeat customers to increase the likelihood of repeat transaction.