**PREDICT CLTV OF A CUSTOMER**

**Approaches to solve this problem.,**

1. The main aim of this work is to predict the CLTV (CUSTOMER LIFETIME VALUE), with respect to the user and policy data.
2. I have used some of the Data-Preprocessing techniques, such as;

* Plotting,
* Correlations,
* Various conversion methods
* Splitting..,

1. And some of the well-known algorithms..

* Linear regression,
* Ridge,
* Lasso,
* DecisionTree regressor,
* ReandomForest Regressor
* KFold..,

These algorithms are involved in developing a sustainable model, that can predict the desired lifetimes.

Hence, my final work has been successfully implemented and the required values are obtained.