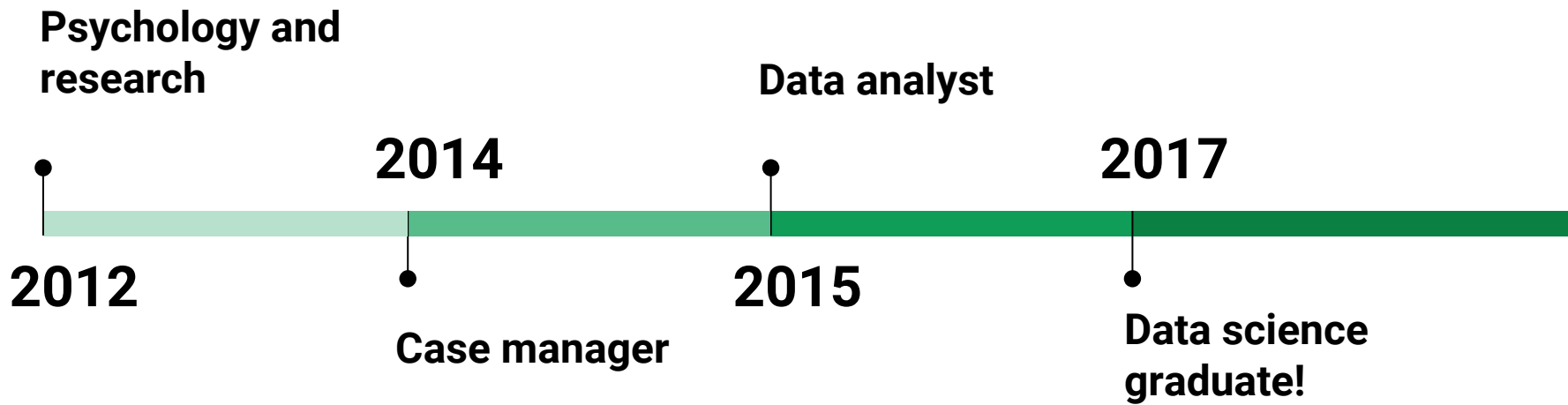


# Not All Customers Are Created Equal

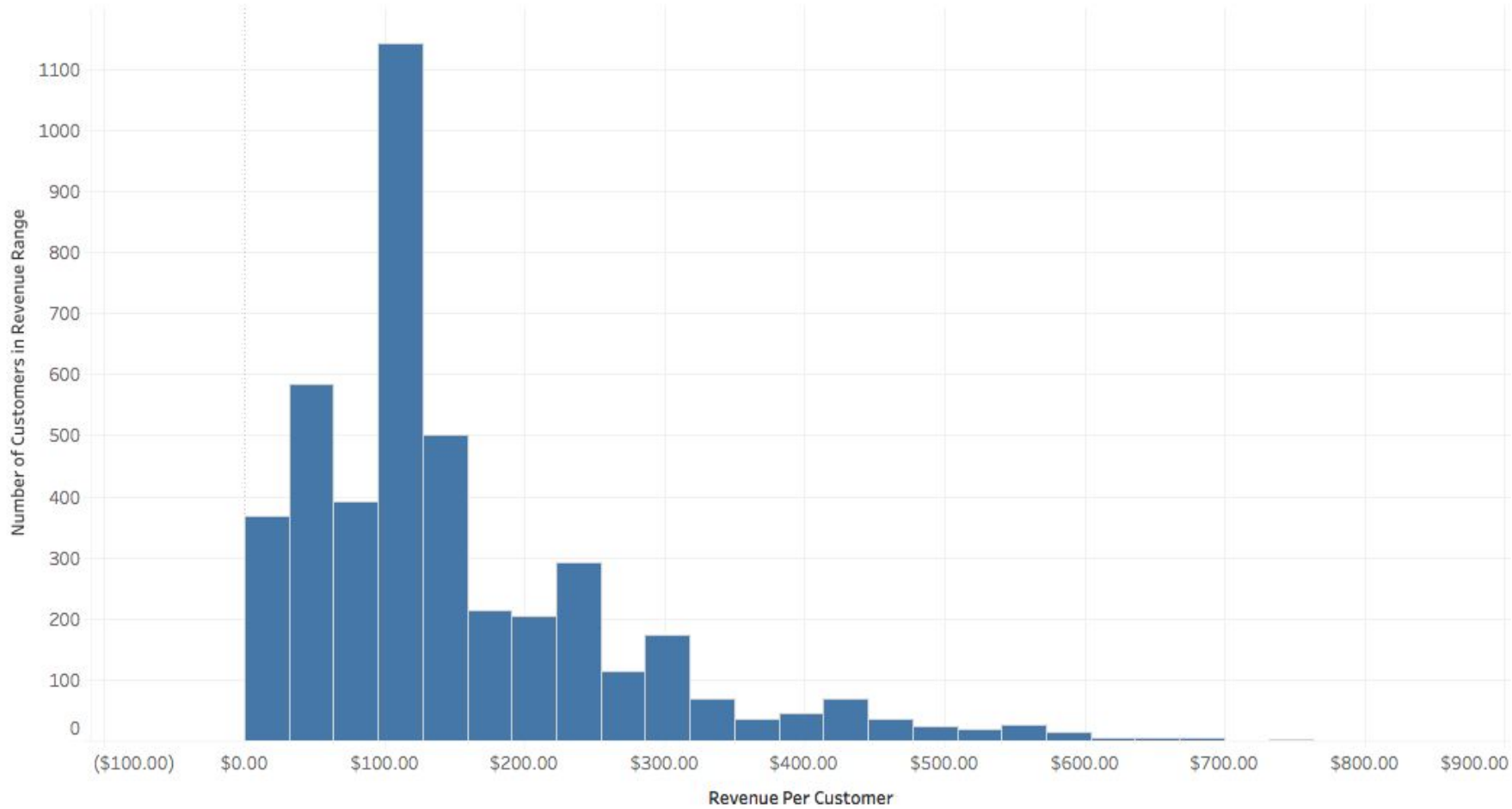
---

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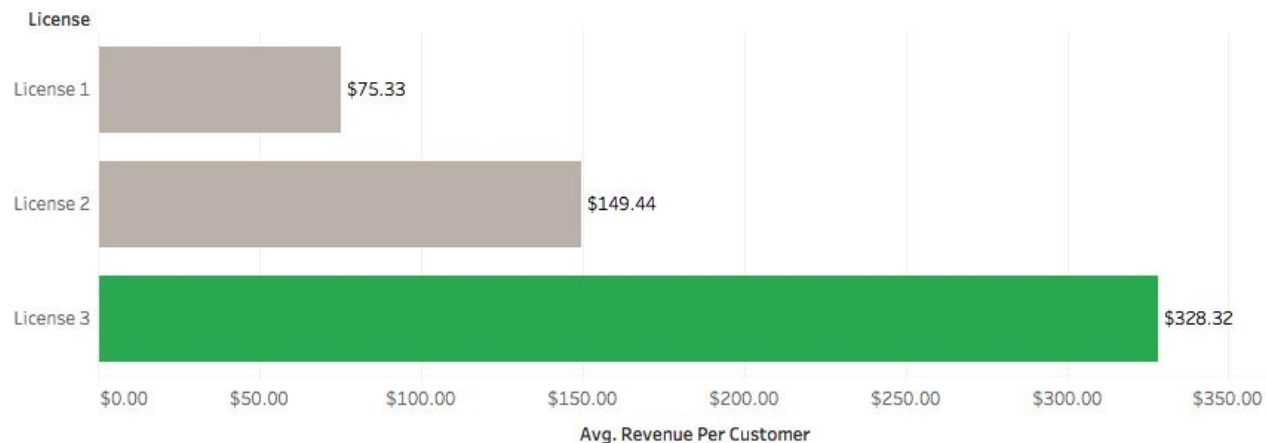


Which customers are  
the most valuable?

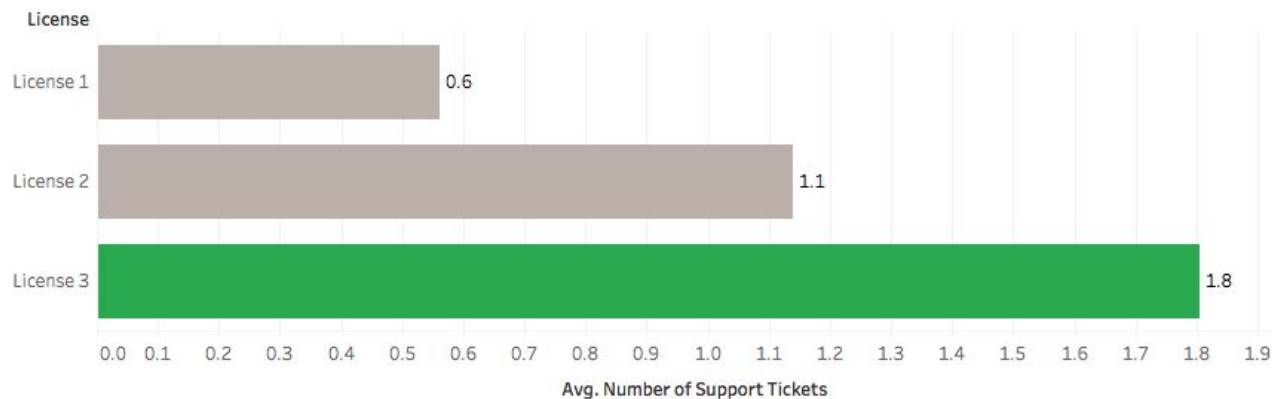
Distribution of Total Revenue per Customer



### Average Revenue Per Customer by License Bought



### Average Number of Support Tickets Per Customer by License Bought



## Average Revenue (Adjusted for Support Ticket Data) Per Customer by License Bought

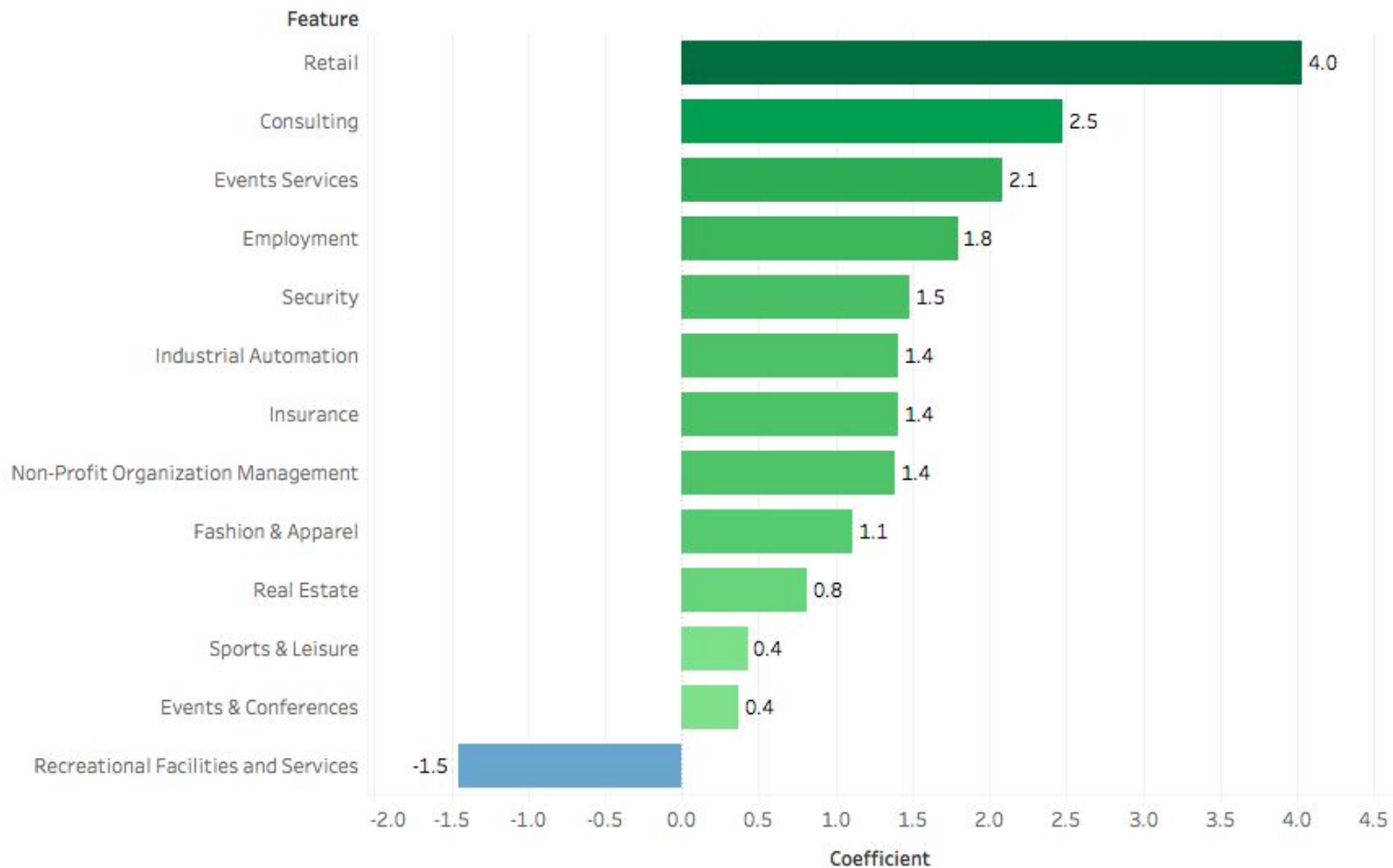


Accuracy: 81%

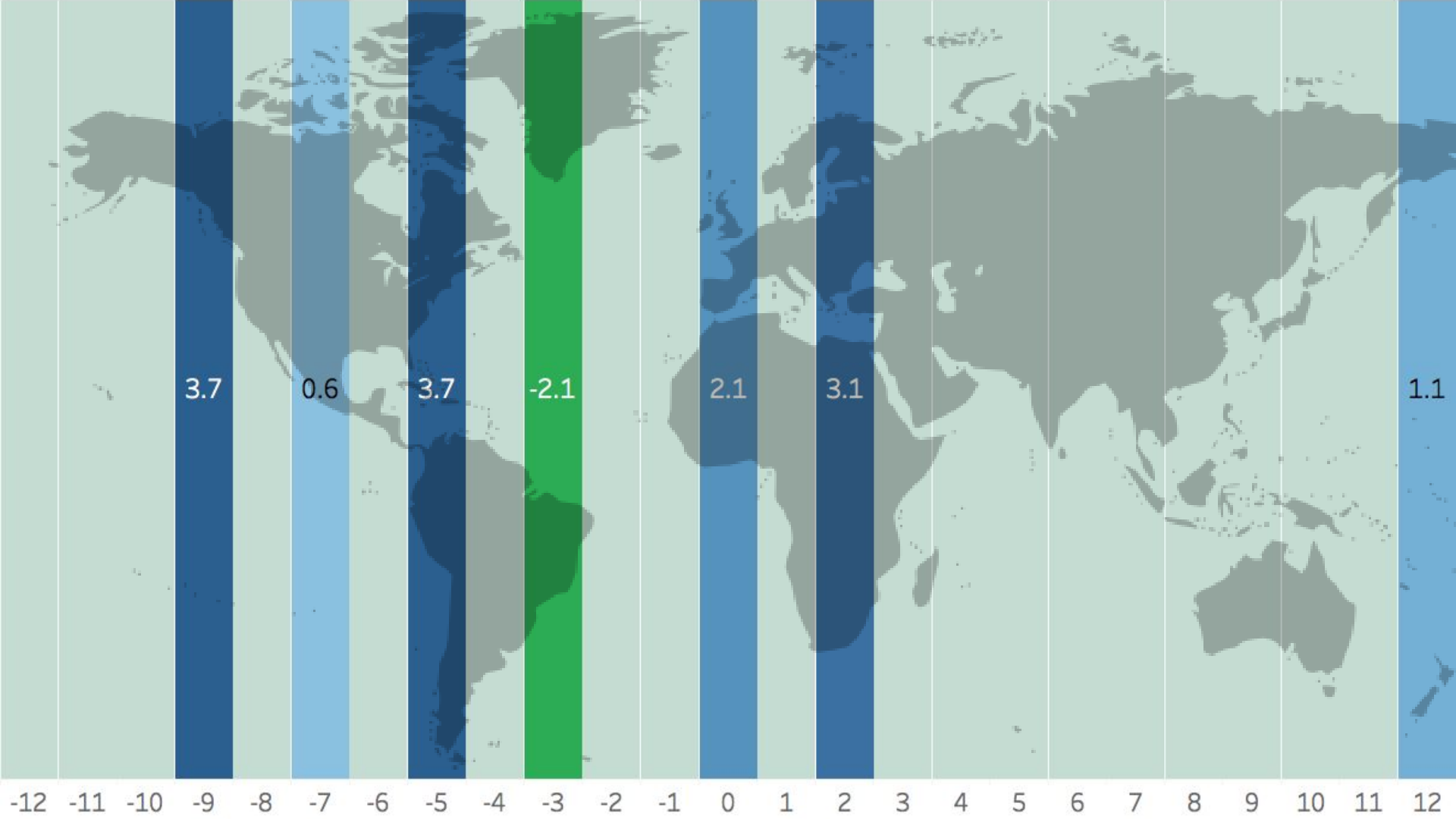
Precision: 73%

Recall: 81%

## Customer Categories







# Potential Future Directions

- Predicting revenue with adjustments
  - Text analysis
  - Making a purchase
  - Customer churn
-

# Kristie Wirth

**Email:** [kristie.ann.wirth@gmail.com](mailto:kristie.ann.wirth@gmail.com)

**LinkedIn:** [/in/kristiewirth](https://www.linkedin.com/in/kristiewirth)

**Github:** [/kristiewirth](https://github.com/kristiewirth)