

Project Title	Customer Lifetime Value
Technologies	Business Intelligence
Domain	Finance, Insurance and Banking
Project Difficulties level	Intermediate

Problem Statement:

It is used as a collective term to refer to a broad range of economic services provided by the finance industry, which encompasses a broad range of organizations that manage money, including credit unions, banks, credit card companies, insurance companies, consumer finance companies, stock brokerages, investment funds .

Customer lifetime value is a prediction of the net profit attributed to the entire future relationship with a customer.

The definition clearly states that Customer lifetime value modelling is, calculating how much a customer can bring to the revenue of a company during his/her lifetime.

Moreover, it is a calculated figure which is predicted by the customer's purchase and interaction history with the eCommerce website(or any other businesses)

Moreover, CLV helps eCommerce businesses in many ways -

1. Defining objectives for the company- growth, expenditures, future sales, net profit etc.
2. Optimise business marketing strategies.
3. Adjusting campaign and advertisement.

4. Decide cross sell and up sell according to customer's purchase.
5. CLV helps to decide customer acquisition cost, the cost of attracting customers.

The customer lifetime value is a predicted amount which customer will bring into the company. But how much a single customer can bring in and why do we care about this?

Dataset:

<https://drive.google.com/file/d/1KZHxykGyav - oyzYvsvZmepubAQbEgth/view?usp=drivesdk>

Approaches:

Python, R, Tableau, Power BI or you can use any tools and techniques as per your convenience. We would appreciate your valid imagination in finding solutions

Project Evaluation metrics:

Code:

- You are supposed to write a code in a modular fashion
- Safe: It can be used without causing harm.
- Testable: It can be tested at the code level.
- Maintainable: It can be maintained, even as your codebase grows.
- Portable: It works the same in every environment (operating system)
- You have to maintain your code on GitHub.
- You have to keep your GitHub repo public so that anyone can check your code.
- Proper readme file you have to maintain for any project development.
- You should include basic workflow and execution of the entire project in the readme file on GitHub
- Follow the coding standards: <https://www.python.org/dev/peps/pep-0008/>

Database:

- You are supposed to use a given dataset for this project which is a Cassandra database.
- <https://astra.dev/ineuron>

Submission requirements:

High-level Document:

You have to create a high-level document design for your project. You can reference the HLD form below the link.

Demo link:

[HLD Document Link](#)

Low-level document:

You have to create a Low-level document design for your project; you can refer to the LLD from the below link.

Demo link:

[Low Level Design Sample document link](#)

Architecture:

You have to create an Architecture document design for your project; you can refer to the Architecture from the below link.

Demo Link:

[Architecture Document Link](#)

Wireframe:

You have to create a Wireframe document design for your project; refer to the Wireframe from the below link.

Demo link

[Wire-frame link](#)

Project code:

You have to submit your code GitHub repo in your dashboard when the final submission of your project.

Demo link

[Project code sample link :](#)

Detail project report:

You have to create a detailed project report and submit that document as per the given sample.

Demo link

[DPR sample link](#)

Project demo video:

You have to record a project demo video for at least 5 Minutes and submit that link as per the given demo.

Demo link

[Project sample link :](#)

The project LinkedIn a post:

You have to post your project detail on LinkedIn and submit that post link in your dashboard in your respective field.

Demo link

[Linkedin post sample link :](#)



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