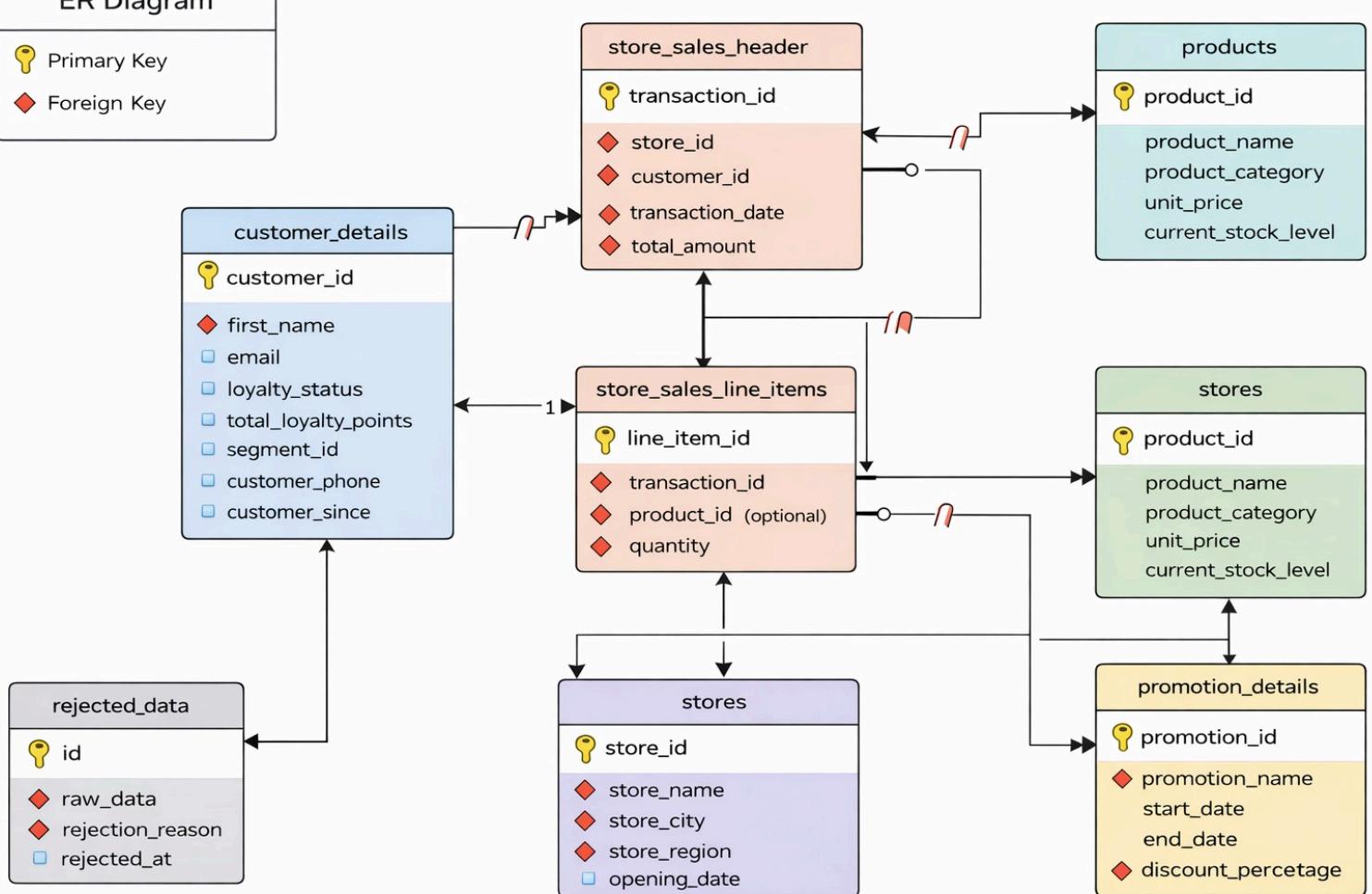


ER Diagram

- Primary Key
- Foreign Key



🛒 30-Day Customer Lifetime Value (CLV) Prediction

Predict short-term customer spend using **Random Forest + Ridge/Lasso** and **RF + XGBoost + Ridge/Lasso** models.

Pipeline ⓘ

Full Pipeline (Upload → Clean → Load to DB → Predict)

Quick Predict only

Upload Excel or CSV file (uncleaned for Full Pipeline)

Drag and drop file here

Limit 200MB per file • XLSX, XLS, CSV

Browse files ⓘ

 online_retail_II.csv 90.5MB

X

Original rows

1067371

Clean rows (loaded to DB)

779495

Rejected rows

261751

Rejection reasons: ['Null CustomerID': 243007, 'Cancellation invoice': 18744]

Predictions ready for 5881 customers

Model 1 (RF+Ridge+Lasso) R²

0.2129

Model 2 (RF+XGB+Ridge+Lasso) R²

0.1796

Predictions Preview

	customer_id	r2_model1	r2_model2	predicted_30d_spend_model1	predicted_30d_spend_model2	predicted_no_of_products
0	12346	0.2129	0.1796	6018.9234	2606.3008	216
1	12347	0.2129	0.1796	2470.3259	2719.3862	130

Deploy

Original rows	Clean rows (loaded to DB)	Rejected rows			
1067371	779495	261751			
Rejection reasons: ['Null CustomerID': 243007, 'Cancellation invoice': 18744]					
<input checked="" type="checkbox"/> Predictions ready for 5881 customers					
Model 1 (RF+Ridge+Lasso) R ² 0.2129	Model 2 (RF+XGB+Ridge+Lasso) R ² 0.1796				
Predictions Preview					
customer_id	r2_model1	r2_model2	predicted_30d_spend_model1	predicted_30d_spend_model2	predicted_no_of_products
0	12346	0.2129	0.1796	6018.9234	2606.3008
1	12347	0.2129	0.1796	2470.3259	2719.3862
2	12348	0.2129	0.1796	2423.498	2725.7067
3	12349	0.2129	0.1796	3774.3999	3049.0978
4	12350	0.2129	0.1796	578.7557	591.0622
5	12351	0.2129	0.1796	2611.8691	2173.3846
6	12352	0.2129	0.1796	2475.8547	2602.5303
7	12353	0.2129	0.1796	2618.7309	2510.2799
8	12354	0.2129	0.1796	1133.3494	1189.0323
9	12355	0.2129	0.1796	2459.8207	2650.6106

 [Download Predictions CSV](#)