LTV ML Model Summary

This machine learning model predicts Customer Lifetime Value (CLV) by estimating the expected future value of our current customer base over a three-month period. Developed using transactional data from a UK-based e-commerce store, the model employs a two-stage regression approach:

* **Churn Prediction (Logistic Regression):** It first determines the probability of a customer churning within the three-month window.
* **Future Spend Prediction (Linear Regression):** For customers predicted to remain active, it forecasts their total spending over the same period.

Currently, the model utilizes RFM (Recency, Frequency, Monetary) features for its predictions. I plan to expand the feature set after the initial model is deployed. This model could enable a marketing team to identify high-value customers at risk of churn and to forecast future revenue from our existing customer base.