**Project Brainstorm**

1. Insurance customer LTV calculations and retention programs.

**Potential datasource:** IBM Watson Customer Database

<https://www.kaggle.com/pankajjsh06/ibm-watson-marketing-customer-value-data>

I don’t understand; Does Kaggle have a data dictionary?

LTV already calculated. Regression problem.

Transaction data. Each customer unique value and transaction. To compute LTV depends on business model.

**Jawbox** subscription based. I don’t do anything. Still paying a money fee.

Customer LTV – if don’t have monetary value and just transaction. Customer retention instead of value calculation.

1. Insurance agent segmentation.

**Potential datasource:** IBM Watson Customer Database for bank loansh

1. Price elasticity between foreign exchange rates and remittances to Mexico.

**Datasource**

* 1. Federal Reserve: Peso to US Foreign Exchange Rates
  2. Central Bank of Mexico: US to Mexico remittances dollar amount

Money fee.

1. Proposed new loan pricing strategy bases of customer segmentation.

**Potential datasource:** IBM Watson Customer Database for bank loans

**New set of project:**

1. Calculate the impact of coupons in creating repeat customers:

<https://www.kaggle.com/c/acquire-valued-shoppers-challenge/data>

1. Calculate the LTV on consumers

<http://archive.ics.uci.edu/ml/datasets/Online+Retail>

You have data first, process the data.

Risk model – whole thing is about risk.

1. Calculate the lifespan. When they will leave.
2. Monetary calculation. Data science problem for sure.

Python package. Lifespan prediction first.

1. Lifetime Python package/
2. Py-survival. Link—Lifespan plus monetary.
3. Take targeted actions to increase profitable customer response, retention, and growth. (Note: LTV already calculated)

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