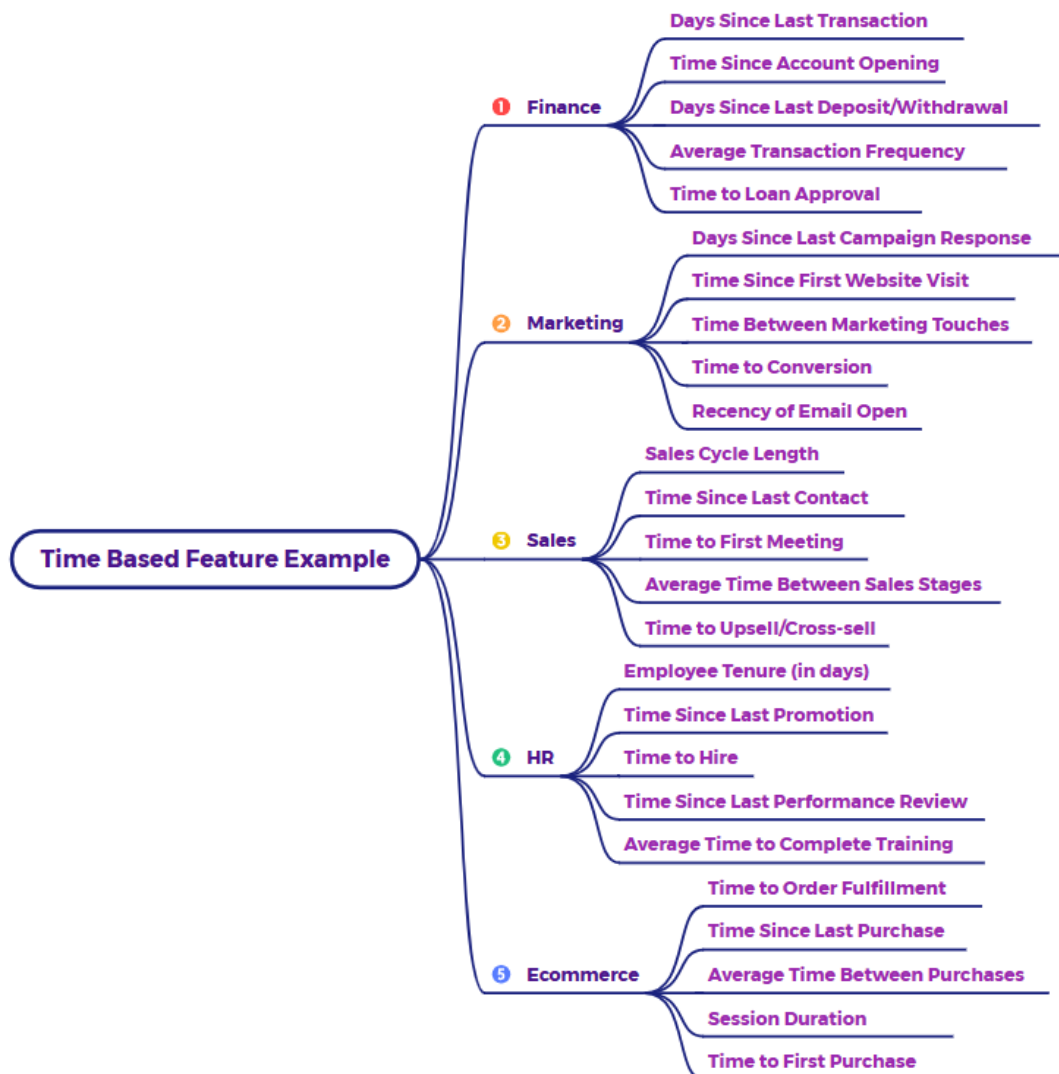


Examples of time-based features



Time-based feature examples from different functional area:

1. Finance

- **Days Since Last Transaction:** Current Date - Last Transaction Date. Indicates recent activity.
- **Time Since Account Opening:** Current Date - Account Opening Date. Measures customer relationship length.
- **Days Since Last Deposit/Withdrawal:** Current Date - Last Deposit/Withdrawal Date. Indicates account activity.
- **Average Transaction Frequency:** (Number of Transactions) / (Time Period). Measures how often transactions occur.

- **Time to Loan Approval:** Loan Approval Date - Loan Application Date. Measures the efficiency of the loan process.

2. Marketing

- **Days Since Last Campaign Response:** Current Date - Date of Last Campaign Response. Measures campaign engagement.
- **Time Since First Website Visit:** Current Date - Date of First Website Visit. Indicates initial engagement.
- **Time Between Marketing Touches:** (Date of Current Touch) - (Date of Previous Touch). Measures the spacing between marketing efforts.
- **Time to Conversion:** Date of Conversion - Date of First Interaction. Measures how long it takes a lead to become a customer.
- **Recency of Email Open:** Current Date - Date of Last Email Open. Measures email campaign engagement.

3. Sales

- **Sales Cycle Length:** Date of Deal Closure - Date of Lead Qualification. Measures sales efficiency.
- **Time Since Last Contact:** Current Date - Date of Last Contact with Prospect. Indicates sales follow-up activity.
- **Time to First Meeting:** Date of First Meeting - Date of Lead Generation. Measures how quickly a sales team engages a new lead.
- **Average Time Between Sales Stages:** The average time a lead spends in each stage of the sales process.
- **Time to Upsell/Cross-sell:** The time it takes to sell an additional product/service to an existing customer.

4. HR

- **Employee Tenure (in days):** Date of Employee Departure - Date of Hire. Measures employee retention.
- **Time Since Last Promotion:** Current Date - Date of Last Promotion. Indicates career progression.
- **Time to Hire:** Date of Hire - Date Job Posting Opened. Measures recruitment efficiency.

- **Time Since Last Performance Review:** Current Date - Date of Last Performance Review. Measures the frequency of performance evaluations.
- **Average Time to Complete Training:** The average time it takes an employee to finish a training program.

5. E-commerce

- **Time to Order Fulfillment:** Date Order Shipped - Date Order Placed. Measures shipping efficiency.
- **Time Since Last Purchase:** Current Date - Date of Last Purchase. Measures customer loyalty.
- **Average Time Between Purchases:** The average time between a customer's orders.
- **Session Duration:** Logout Time - Login Time. Measures how long a user spends on the website.
- **Time to First Purchase:** Date of First Purchase - Account Creation Date. Measures how quickly a user makes their first purchase.