# List of Acronyms

|  |  |
| --- | --- |
| Acronym | Meaning |
| AI | Artificial Intelligence |
| ANFIS | Adaptive Neuro-Fuzzy Inference System |
| ARIMA | AutoRegressive Integrated Moving Average |
| CNN | Convolutional Neural Network |
| CRM | Customer Relationship Management |
| CLV | Customer Lifetime Value |
| DL | Deep Learning |
| EDA | Exploratory Data Analysis |
| LSTM | Long Short-Term Memory (a type of recurrent neural network) |
| MAE | Mean Absolute Error |
| ML | Machine Learning |
| MSE | Mean Squared Error |
| NLP | Natural Language Processing |
| NPS | Net Promoter Score |
| RNN | Recurrent Neural Network |
| RMSE | Root Mean Squared Error |
| SME | Small and Medium-sized Enterprises |
| SVM | Support Vector Machine |
| UCI | University of California, Irvine (for data repositories) |