1. Customer Lifetime Value (CLV) Model Construction

You are given a bookings dataset with inconsistent CustomerID formats like CUST-1001, C-1001, and 1001.
Question:
Explain and demonstrate how you would:

- Clean and standardize the CustomerID into a single Customer_Key
- Calculate profit per booking and total CLV for each customer
- Aggregate the final CLV results in a dynamic, refreshable way

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2. Destination Performance Bubble Chart

Each booking contains Gross Revenue, Total Cost, Destination Code (e.g., EU-PRG), and Package Tier.
Question:
Build a visualization where:

- X-axis shows Total Bookings
- Y-axis shows Average Profit Margin %
- Bubble size represents Total Customer Value (CLV) per region
- Filters allow slicing by Package Tier and Marketing Channel

Describe the steps and logic you will use, including how you would extract Region and City from the Destination Code.

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3. Monthly Revenue Trend + Forecasting

The data includes Booking_Date for every transaction.
Question:
Describe how you will:

- Convert individual booking dates into monthly periods
- Build a monthly revenue trend
- Generate a 3-month revenue forecast
- Ensure the trend handles missing months and irregular patterns

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4. Top 5 Marketing Channels by Profitability

You need to identify which marketing channels bring the highest long-term value.
Question:
Explain how you would dynamically determine the Top 5 Marketing Channels based on total CLV, and how you would display this ranking visually in a dashboard.

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5. Customer Behavior & Segmentation Insights

Using all available columns — Revenue, Cost, Lead Time, Loyalty Status, Marketing Channel, Destination Region, and CLV —
Question:
Outline how you would segment customers into actionable groups (e.g., high-value, low-margin, late-bookers, churn risk).
Then describe how you would present these insights in a single-page dashboard that can guide business decisions.