Lab - 4

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| --- | --- |
| **Summary** | To |
| **URL** | [https:/](https://github.com/fnneves/amazon_webscraper)github.com/susanli2016/Machine-Learning-with-Python/blob/master/  CLV\_Non\_Contractual.ipynb  https://databricks.com/notebooks/CLV\_Part\_1\_Customer\_Lifetimes.html  https://databricks.com/notebooks/clv\_part2\_estimating\_future\_spend.html  https://databricks.com/notebooks/Customer%20Lifetime%20Value%20Virtual  %20Workshop/00%20RFM%20Segmentation.html |
| **Tools** | Databricks |

[Calculating Customer Lifetime value Colab Link](#_ic4b1gn369yx)

[Customer Lifetime Value Part 1: Estimating Customer Lifetimes databricks Link](#_qt428kt9zxll)

[Customer Lifetime Value Part 2: Estimating Future Spend databricks Link](#_4kpuxm64t49g)

[RFM Segmentation databricks Link](#_8mtgrbx8j8pk)

[3 Lesson Learned](#_if420h7rk7it)

# Calculating Customer Lifetime value [Colab Link](#_ic4b1gn369yx):

<https://colab.research.google.com/github/susanli2016/Machine-Learning-with-Python/blob/master/CLV_Non_Contractual.ipynb>

# Customer Lifetime Value Part 1: Estimating Customer Lifetimes databricks Link:

<https://databricks-prod-cloudfront.cloud.databricks.com/public/4027ec902e239c93eaaa8714f173bcfc/5447729582507078/3152353120377174/4656801840974206/latest.html>

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# Customer Lifetime Value Part 2: Estimating Future Spend databricks Link:

<https://databricks-prod-cloudfront.cloud.databricks.com/public/4027ec902e239c93eaaa8714f173bcfc/5447729582507078/3110853910496028/4656801840974206/latest.html>

# RFM Segmentation databricks Link:

<https://databricks-prod-cloudfront.cloud.databricks.com/public/4027ec902e239c93eaaa8714f173bcfc/5447729582507078/3152353120377267/4656801840974206/latest.html>

# 3 Lessons Learned:

* Learned how to calculate Customer LTV using the lifetimes python package and how to model the data using lifetimes
* Ease of implementation of the lifetimes library makes the adoption of customer lifetime prediction very easy for the developers.
* Databricks makes it easy for the developers to design such applications in a very highly scalable environment at less cost.
* RFM Segmentation helps us know the loyal customers, which helps us in remarketing them to improve the revenue.