Customer Lifetime Value Prediction Platform

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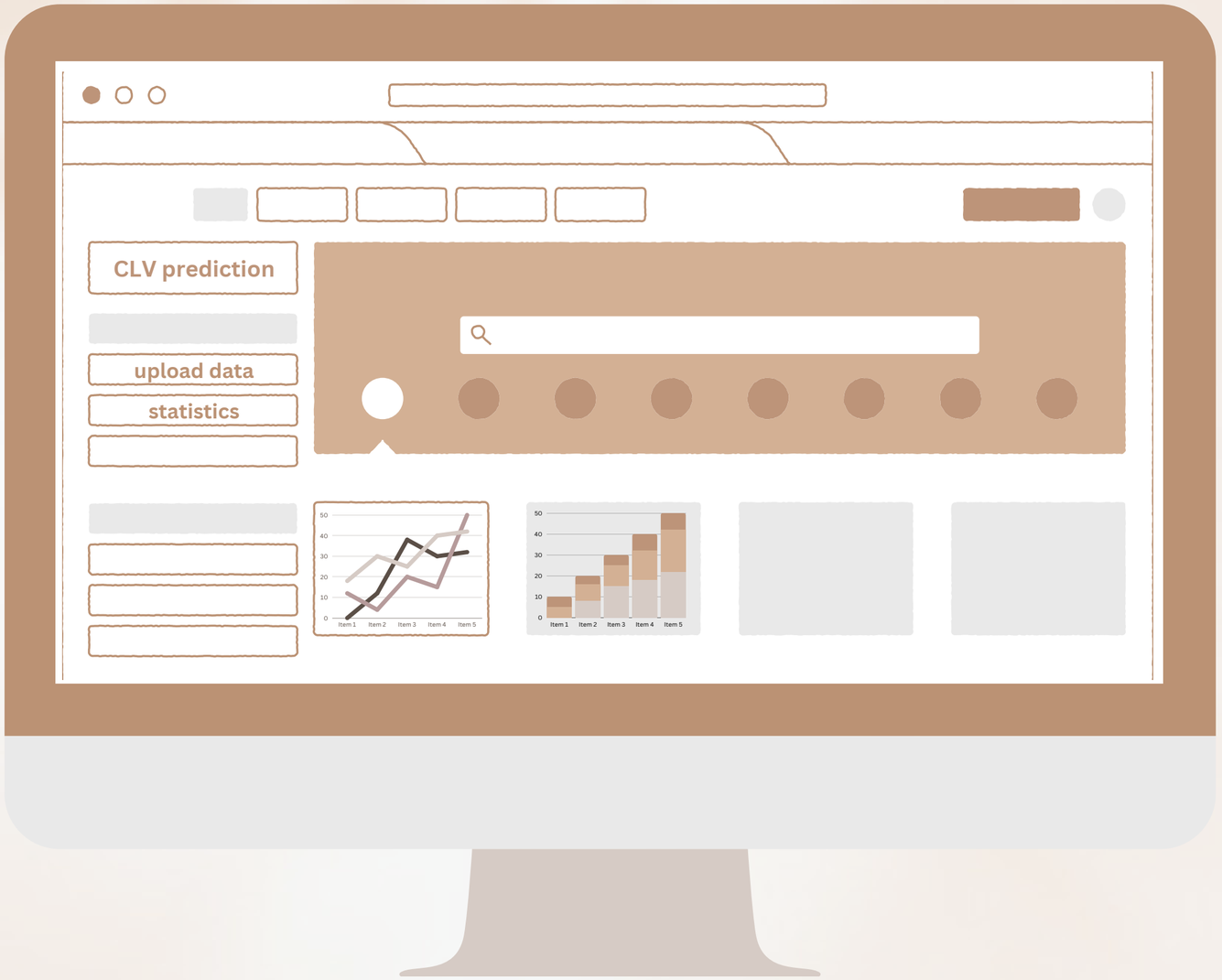


WHY CLV?

THE GOALS

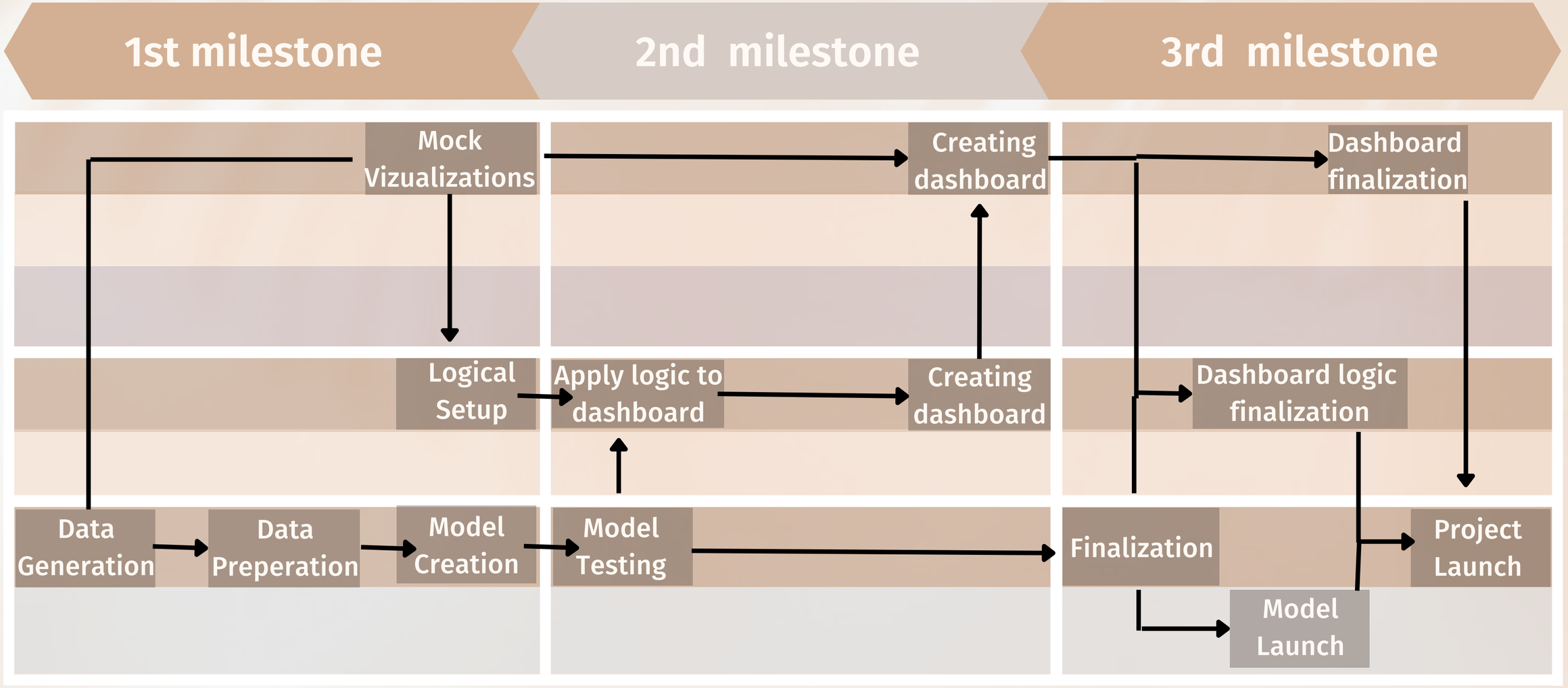
CLV prediction is part of Customer Relationship Management system which is an information management and analysis tool that can help businesses and other organizations manage their interactions with customers.

Customer data is collected in a CRM database, which allows for advanced analysis such as CLV for customer segmentation.

Businesses can manage marketing decisions based on CLV predictions.

They can also manage risks related to customers.

PRODUCT ROADMAP
CLV PREDICTION



BACKLOG ITEMS FOR NEXT MILESTONE

-DASHBOARD MOCK-UP CREATION

-DATA GATHERING,TRANSFORMATION, CLEANING

-LOGICAL SETUP

-MODEL DEVELOPMENT

TOOLS

COHORT ANALYSIS

Cohort analysis is a type of behavioral analytics that separates the data in a data set into comparable groups before analysis. Analysis of a customer's (or user's) behavior across the lifecycle might reveal important trends. By breaking down customers into smaller groups, you can better see patterns throughout each customer's life cycle.

RFM

The RFM method is a tool for assessing consumer value. It's frequently utilized in database marketing and direct marketing, as well as retail and professional services.
RFM stands for the three dimensions:

- Recency: How recently did the customer purchase?
- Frequency: How often do they purchase?
- Monetary Value: How much do they spend?

RISKS

When you're predicting future lifetime value, there are three distinct problems which require different data and modeling strategies:

- Predict the future value for existing customers who have a known transaction history.
- Predict the future value for new customers who just made their first purchase.
- Most CLV calculations go out 2-3 years. Avoid the trap of forecasting out to an unreasonable timeline.

GITHUB RESPIRATORY


Thank You!