DS223 Marketing Analytics
Group Project

Group 5 - CLV Prediction for Internet Service Provider Company

Problem Definition

Keeping the existing customers of the Internet Service Provider company and efficiently managing acquisition costs for new ones.

Project Description

The project aims to develop a Python package for predicting a customer's Lifetime Value (CLV) for an Internet Service Provider company.

The CLV predictor will help understand the expected revenue from each customer over time, assisting in making informed strategic decisions. This is a regression problem with expected profit being a continuous variable.
The model will highlight the importance of keeping existing customers and efficiently managing acquisition costs for new ones. Accurate predictions are vital for creating successful marketing strategies. This package will make the process easier for Internet service providers, ultimately supporting improved customer-focused services and steady revenue.

miro