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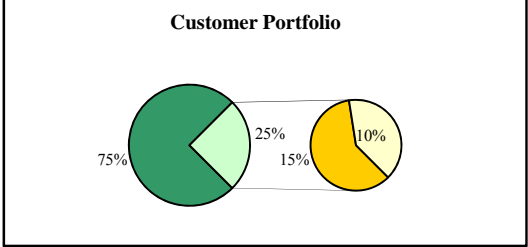
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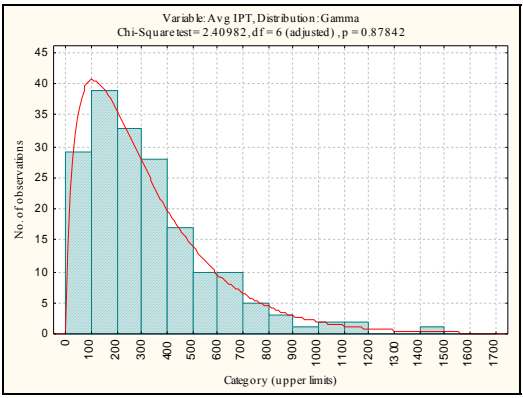
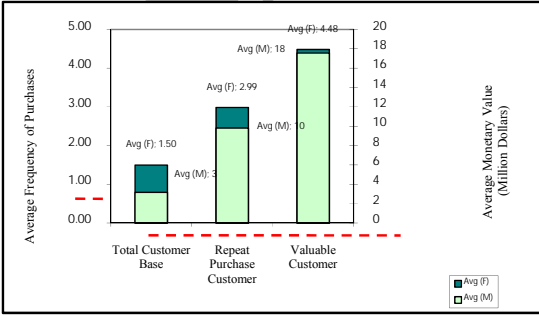
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One Time Customers
Repeat Purchase Customers
Valuable Customers
Loyal Customers



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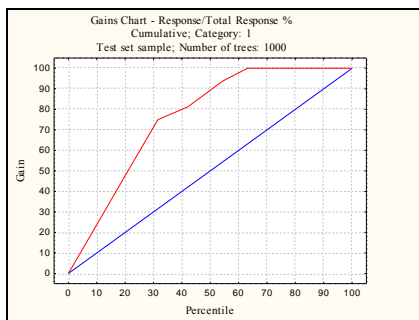
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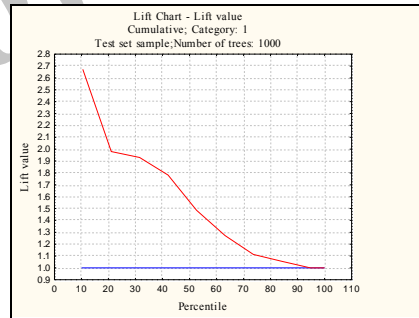
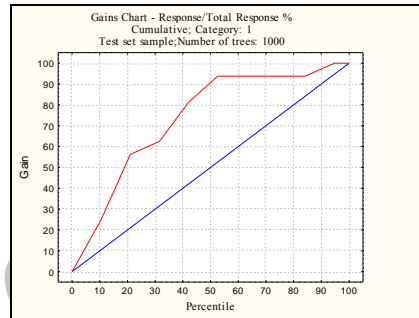
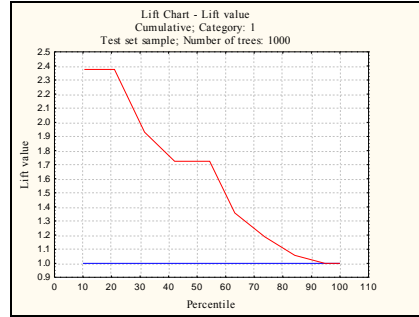
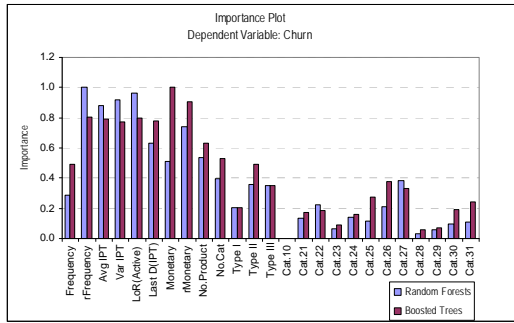
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Accuracy	Train Set	Test Set
Random Forests	0.8104	0.8246
Boosted Trees	1	0.7720
MLP Neural Network	0.7886	0.6140

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- 1- Churn
- 2- Frequency of Purchase
- 3- Recency
- 4- Classifier
- 5- Random Forest
- 6- Robust
- 7- Bootstrap
- 8- Boosted Trees
- 9- Predictive Data mining
- 10-Boosting
- 11-Model Accuracy
- 12-Cumulative Gains Chart
- 13-Lift Curve
- 14-One Time Customers
- 15-Customer Behavior
- 16-Customer Demographics
- 17-Customer Perception
- 18-Macro Environment Variables
- 19-Interpurchase Time
- 20-Alive
- 21-Monetary Indicator
- 22-Shopping Behavior Across Product Categories
- 23-Category Spending Variable
- 24-Total Product Ownership
- 25-Length of Relationship (LOR)
- 26-Multilayer Perceptron Neural Networks (MLP NN)
- 27-Baseline