



latentview

Actionable Insights • Accurate Decisions

Machine Learning Driven Customer Lifetime Value Analysis

Client

**A Leading Worldwide
Data Analytics Company**



The Problem

Lack of understanding of customer LTV values to optimize their customer acquisition. Retention strategies were happening in a sub-optimal manner.

The Before State

The traditional approach to computing the value of a customer relies on looking at short-term trends in behavioral patterns and misses the potential long-term benefits of the customer relationship.

The After State

Customer Lifetime Value computed using SolveIT has helped companies re-calibrate retention strategies and acquisition initiatives to **reduce churn by 4% on average and improve customer acquisition by 5-8%**.

The LatentView Solution

SolveIT, an in-house product, provides an intuitive, easy-to-use, fast and flexible software platform to help define, calculate and manage customer lifetime value using a machine learning-based approach.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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