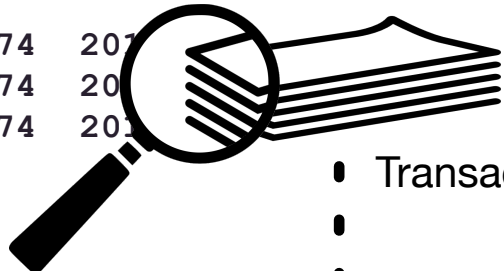


| CUSTNO | ORDER_DATE | PRICE |
|-------------|------------|--------|
| 10000094635 | 2005-01-09 | 69.95 |
| 10000094635 | 2005-01-09 | 89.95 |
| 10000094635 | 2005-10-22 | 129.95 |
| --- | | |
| 9999920974 | 2005-01-09 | 69.95 |
| 9999920974 | 2005-01-09 | 89.95 |
| 9999920974 | 2005-10-22 | 129.95 |



Transactional Data



Time-invariant information
(e.g. demographics)



Time-varying information
(e.g. direct marketing)



Optional: Add additional data
(e.g. more time-varying information,
or other cohorts)

Create a clvdata Object
clvdata (...)

1

Add time-invariant contextual factors
SetStaticCovariates (...)

Add time-varying contextual factors
SetDynamicCovariates (...)

Estimate the model parameters
pnbd (...)
bgnbd (...)
ggomnbd (...)
bgbb (...)

2

Predict future customer behavior
predict (...)

3

optional

