Segmentation and Lifetime Value Models Using SAS

Edward C. Malthouse

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Help your organization determine the value of its customer relationships with Segmentation and Lifetime Value Models Using SAS. This book contains a wealth of information that will help you perform analyses to identify your customers and make informed marketing investments. It answers core questions on customer relationship management (CRM), provides an overall framework for thinking about CRM, and offers real-world examples across a variety of industries.

Edward C. Malthouse introduces you to a number of useful models, ranging from simple to more complicated examples, and discusses their applications. You'll learn about segmentation models for identifying groups of customers and about lifetime value models for estimating the future value of the segments. You'll learn how to prepare data and estimate models using Base SAS, SAS/STAT, SAS/IML, and SQL.

Marketing analysts, CRM analysts, database managers, and anyone looking to address the challenges of allocating marketing resources to different customer groups will benefit from the concepts and exercises in this book. Analysts will learn how to approach unique business problems. Managers will gain a sense of what's possible and what to ask of their analytics departments.

This book is part of the SAS Press program.

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