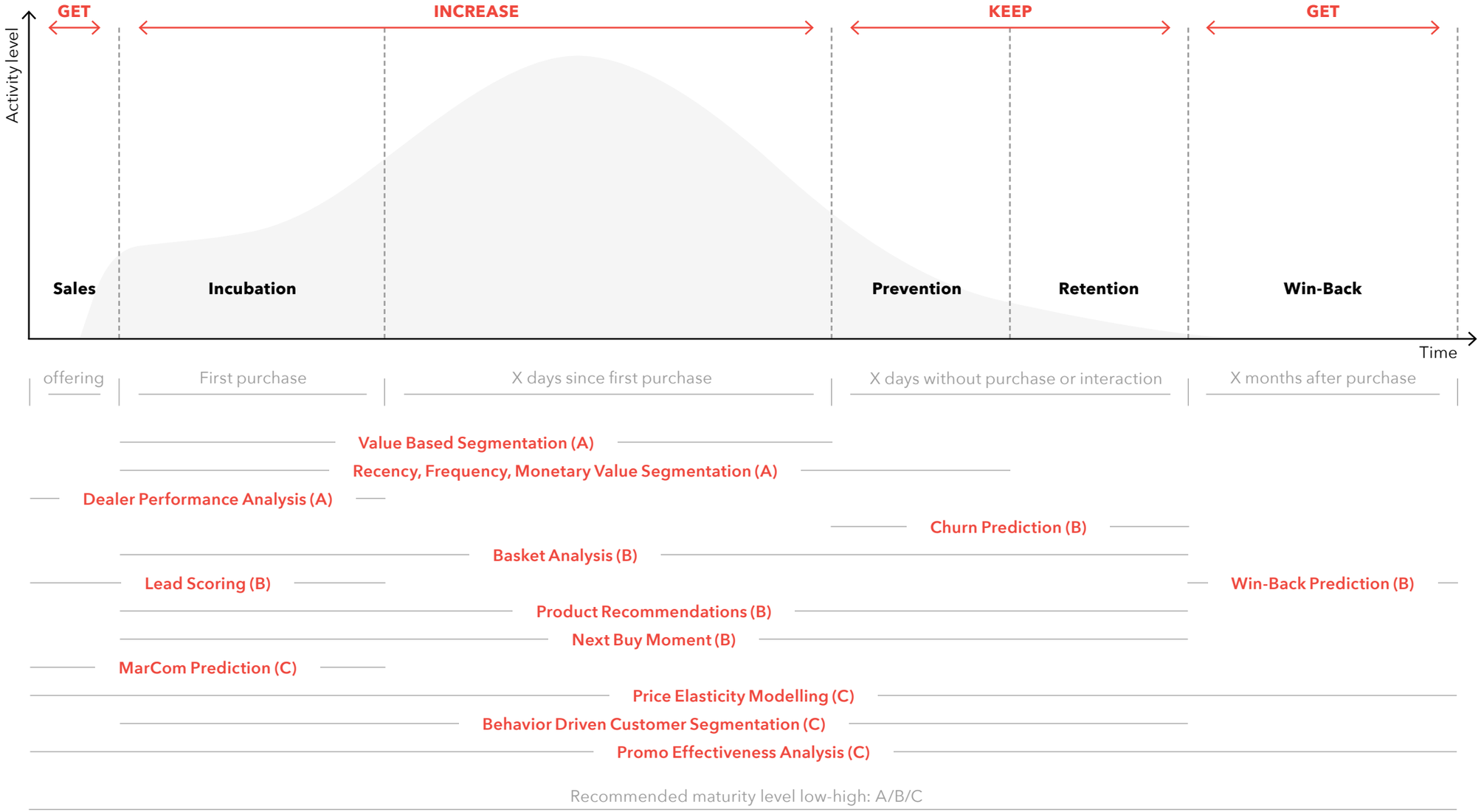
GET
INCREASE
KEEP
GET
Activity level
Sales
Incubation
Prevention
Retention
Win-Back
Time
offering
First purchase
X days since first purchase
X days without purchase or interaction
X months after purchase
Value Based Segmentation (A)
Recency, Frequency, Monetary Value Segmentation (A)
Dealer Performance Analysis (A)
Churn Prediction (B)
Basket Analysis (B)
Lead Scoring (B)
Win-Back Prediction (B)
Product Recommendations (B)
Next Buy Moment (B)
MarCom Prediction (C)
Price Elasticity Modelling (C)
Behavior Driven Customer Segmentation (C)
Promo Effectiveness Analysis (C)
Recommended maturity level low-high: A/B/C