

# Unit 11 - Week 9

## Course outline

How does an NPTEL online course work?

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Week 9

Lecture 45: Customer Churn and Customer Lifetime Value

Lecture 46:Customer Churn and Customer Lifetime Value (Contd.)

Lecture 47: Customer Churn and Customer Lifetime Value (Contd.)

Lecture 48:Customer Churn and Customer Lifetime Value (Contd.)

Lecture 49:Customer Churn and Customer Lifetime Value (Contd.)

Lecture 50 : Customer Churn and Customer Lifetime Value (Contd.)

Lecture Material

Quiz : Assignment 9

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## Assignment 9

The due date for submitting this assignment has passed.  
As per our records you have not submitted this assignment.

**Due on 2020-04-01, 23:59 IST.**

1) \_\_\_\_\_ is the percentage of customers that stopped using your company's product or service during a certain time frame.

2 points

- a. Customer curse
- b. Customer churn
- c. Customer life cycle
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

2) Customer lifetime value (CLV) represents the total amount of money a customer is expected to spend in your business, or on your products, during their lifetime.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

3) A \_\_\_\_\_ is a table of statistics that summarizes the data of a more extensive table.

2 points

- a. Data analysis tool
- b. Pivot table
- c. Solver
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

4) Function \_\_\_\_\_ is a compact way to display the structure of an R object.

2 points

- a. str ()
- b. sum()
- c. string()
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

5) Logistic regression is mainly used for Regression.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

6) Which of the following methods do we use to best fit the data in Logistic Regression?

2 points

- a. Least Square Error
- b. Maximum Likelihood
- c. Jaccard distance
- d. Both A and B

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

7) Function \_\_\_\_\_ is used to tells R to run a generalized linear model.

2 points

- a. lm ()
- b. glm ()
- c. bm ()
- d. None of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
b

8) ROC curves are commonly used to characterize the sensitivity/specificity tradeoffs for a binary classifier.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a

9) Which of the following is not related to customer lifetime value?

2 points

- a. Average revenue
- b. Average consumption
- c. Referrals by customers
- d. All of the above

- a
- b
- c
- d

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
d

10) Net present value (NPV) is the difference between the present value of cash inflows and the present value of cash outflows over a period of time.

2 points

- a. True
- b. False

- a
- b

No, the answer is incorrect.  
Score: 0

Accepted Answers:  
a