

Counter your customers: Who are they and what they do in the future?

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Abstract

Usually the market is interested to know the profile of his client and to predict when will leave of purchasing the product. To identify the client is essencial for the industry to formulate preventive strategies to be sure of the success of the product in the market. The advantages and disadvantages of the statistical models used in this area and alternative flexible Poisson models will be discussed for future researches. These statistical models are essencial for the industry to analyze and update his data and to identify active/inactive and the retail customers. Nowadays, it is an important topic which focalizes the relevance of the statistical models for the industry and we hope to motivate the best young talents to work in this area.