

Package ‘SMCRM’

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Management by Kumar and Petersen (2012).

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Collate 'customerAcquisition.R' 'acquisitionRetention.R'
'customerChurn.R' 'customerWinBack.R'
'customerRetentionDemographics.R'
'customerRetentionLifetimeDuration.R'
'customerRetentionTransactions.R'

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acquisitionRetention *Acquisition-Retention Data from Chapter 5*

Description

Acquisition-Retention Data from Chapter 5

Usage

```
acquisitionRetention
```

Format

Data frame with the following 15 variables

customer customer number (from 1 to 500)

acquisition 1 if the prospect was acquired, 0 otherwise

duration number of days the customer was a customer of the firm, 0 if acquisition == 0

profit customer lifetime value (CLV) of a given customer, -(Acq_Exp) if the customer is not acquired

acq_exp total dollars spent on trying to acquire this prospect

ret_exp total dollars spent on trying to retain this customer

acq_exp_sq square of the total dollars spent on trying to acquire this prospect

ret_exp_sq square of the total dollars spent on trying to retain this customer

freq number of purchases the customer made during that customer's lifetime with the firm, 0 if acquisition == 0

freq_sq square of the number of purchases the customer made during that customer's lifetime with the firm

crossbuy number of product categories the customer purchased from during that customer's lifetime with the firm, 0 if acquisition = 0

sow Share-of-Wallet; percentage of purchases the customer makes from the given firm given the total amount of purchases across all firms in that category

industry 1 if the customer is in the B2B industry, 0 otherwise

revenue annual sales revenue of the prospect's firm (in millions of dollar)

employees number of employees in the prospect's firm

Examples

```
data(acquisitionRetention)
str(acquisitionRetention)
```

customerAcquisition	<i>Customer Acquisition Data from Chapter 3</i>
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Description

Customer Acquisition Data from Chapter 3

Usage

```
customerAcquisition
```

Format

Data frame with the following 17 variables

`customer` customer number (from 1 to 500)

`acquisition` 1 if the prospect was acquired, 0 otherwise

`first_purchase` dollar value of the first purchase (0 if the customer was not acquired)

`clv` the predicted customer lifetime value score. It is 0 if the prospect was not acquired or has already churned from the firm.

`duration` time in days that the acquired prospect has been or was a customer, right-censored at 730 days

`censor` 1 if the customer was still a customer at the end of the observation window, 0 otherwise

`acq_expense` dollars spent on marketing efforts to try and acquire that prospect

`acq_expense_sq` square of dollars spent on marketing efforts to try and acquire that prospect

`industry` 1 if the customer is in the B2B industry, 0 otherwise

`revenue` annual sales revenue of the prospect's firm (in millions of dollar)

`employees` number of employees in the prospect's firm

`ret_expense` dollars spent on marketing efforts to try and retain that customer

`ret_expense_sq` square of dollars spent on marketing efforts to try and retain that customer

`crossbuy` the number of categories the customer has purchased

`frequency` the number of times the customer purchased during the observation window

`frequency_sq` the square of the number of times the customer purchased during the observation window

Examples

```
data(customerAcquisition)
str(customerAcquisition)
```

customerChurn

Customer Churn Data from Chapter 6

Description

Customer Churn Data from Chapter 6

Usage

customerChurn

Format

Data frame with the following 11 variables

customer customer number (from 1 to 500)

duration time in days that the acquired prospect has been or was a customer, right-censored at 730 days

censor 1 if the customer was still a customer at the end of the observation window, 0 otherwise

avg_ret_exp average number of dollars spent on marketing efforts to try and retain that customer per month

avg_ret_exp_sq square of the average number of dollars spent on marketing efforts to try and retain that customer per month

total_crossbuy total number of categories the customer has purchased during the customer's lifetime

total_freq total number of purchase occasions the customer had with the firm in the customer's lifetime

total_freq_sq square of the total number of purchase occasions the customer had with the firm in the customer's lifetime

industry 1 if the customer is in the B2B industry, 0 otherwise

revenue annual sales revenue of the prospect's firm (in millions of dollar)

employees number of employees in the prospect's firm

Examples

```
data(customerChurn)
str(customerChurn)
```

`customerRetentionDemographics`*Demographics Data for Customer Retention (Chapter 4)*

Description

Demographics Data for Customer Retention (Chapter 4)

Usage

```
customerRetentionDemographics
```

Format

Data frame with the following 8 variables

`customer` customer number (from 1 to 500)

`gender` 1 if the customer is male, 0 if the customer is female

`married` 1 if the customer is married, 0 if the customer is not married

`income` 1 if income < \\$30,000 2 if \\$30,001 < income < \\$45,000 3 if \\$45,001 < income < \\$60,000 4 if \\$60,001 < income < \\$75,000 5 if \\$75,001 < income < \\$90,000 6 if income > \\$90,001

`first_purchase` value of the first purchase made by the customer in quarter 1

`loyalty` 1 if the customer is a member of the loyalty program, 0 if not

`sow` share-of-wallet; the percentage of purchases the customer makes from the given firm given the total amount of purchases across all firms in that category

`clv` discounted value of all expected future profits, or customer lifetime value

Examples

```
data(customerRetentionDemographics)
str(customerRetentionDemographics)
```

`customerRetentionLifetimeDuration`*Lifetime Duration Data for Customer Retention (Chapter 4)*

Description

Lifetime Duration Data for Customer Retention (Chapter 4)

Usage

```
customerRetentionLifetimeDuration
```

Format

Data frame with the following 8 variables

customer customer number (from 1 to 500)

x The number of transactions by a given customer over all time periods. Here we assume that it is the sum of the variable Purchase where customers at most made 1 purchase per quarter.

tx time of the last transaction, i.e. the last quarter where purchase == 1

T total time between the first purchase and the end of the observation window, i.e. 12 quarters for all customers

See Also

customerRetentionTransactions

Examples

```
data(customerRetentionLifetimeDuration)
str(customerRetentionLifetimeDuration)
```

customerRetentionTransactions

Transactions Data for Customer Retention (Chapter 4)

Description

Transactions Data for Customer Retention (Chapter 4)

Usage

customerRetentionTransactions

Format

Data frame with the following 7 variables

customer customer number (from 1 to 500)

quarter quarter (from 1 to 12) where the transactions occurred

purchase 1 when the customer purchased in the given quarter and 0 if no purchase occurred in that quarter

order_quantity dollar value of the purchases in the given quarter

crossby number of different categories purchased in a given quarter

ret_expense dollars spent on marketing efforts to try and retain that customer in the given quarter

ret_expense_sq square of dollars spent on marketing efforts to try and retain that customer in the given quarter

Examples

```
data(customerRetentionTransactions)
str(customerRetentionTransactions)
```

`customerWinBack`*Customer Win-Back from Chapter 7*

Description

Customer Win-Back from Chapter 7

Usage

```
customerWinBack
```

Format

Data frame with the following 10 variables

`customer` customer number (from 1 to 500)

`reacquire` 1 if the customer is reacquired, 0 if not

`duration_2` time in days of the customer's second lifecycle with the company, 0 if not reacquired

`slcv` CLV of the customer in the second lifecycle

`duration_1` time in days of the customer's first lifecycle with the company

`offer` value of the offer provided to the customer for reacquisition

`duration_lapse` time in days since the customer was lost to when the offer to reacquire was given

`price_change` increase (or decrease) in price of the subscription the customer received between the first lifecycle and the second lifecycle, 0 if not reacquired

`gender` 1 if male, 0 if female

`age` age in years of the customer at the time of the attempt to reacquire

Examples

```
data(customerWinBack)
str(customerWinBack)
```

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