

Resources —

AI for Optimizing Customer Lifetime Value

Thanks for watching the session! Here are a few resources that are particularly relevant to what we covered:

Session Diagrams:

- [philosophical grounding of machine decisioning](#)
- [the funnel of marketing](#)

Causal Inference Agentic Workflow

- [GitHub repo](#)

More Resources:

- [\[TUTORIAL\] CLV \(Customer Lifetime Value\) in Python](#)
- [\[COURSE\] Machine Learning for Marketing in Python](#)
- [\[SKILL TRACK\] Marketing Analytics with Python](#)
- [\[COURSE\] Marketing Analytics for Business](#)
- [\[TUTORIAL\] Getting Started with Causal AI in Python](#)
- [\[BLOG\] What is Causal AI? Understanding Causes and Effects](#)
- [\[COURSE\] Causal Inference with R - Introduction](#)
- [\[PODCAST\] Causal AI in Business with Paul Hünermund](#)
- [\[COURSE\] Reinforcement Learning with Gymnasium in Python](#)
- [\[TUTORIAL\] Reinforcement Learning: An Introduction With Python Examples](#)
- [\[SKILL TRACK\] AI Agent Fundamentals](#)
- [\[COURSE\] Building Scalable Agentic Systems](#)
- [\[COURSE\] Marketing Analytics: Predicting Customer Churn in Python](#)
- [\[BLOG\] Data Science in Marketing: Customer Churn Rate Prediction](#)
- [\[WEBINAR\] Fighting Customer Churn with Data](#)

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