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Abstract
In Customer Relationship Management (CRM), to provide more useful customization service and enhance the repeat purchasing possibility, it is important to build up a complete database to induce and analyze information on the history of customer purchase patterns and future purchasing behavior. Therefore, how to effectively analyze and forecast the future purchasing pattern and project a suitable marketing activity has been a critical issue.

As for the customer repeat purchasing behavior, the old forecasting models are not easy to be implemented because of computational challenges associated with parameter estimation. Besides, using customers' transaction data to do parameter estimation is too complex for most managers to understand. They are not willing to implement the complex forecasting models. In view of this, the study build a simple model which is easy to learn and estimate the parameter for the business to develop the effective marketing strategy.

First, the study build a complete database from customers' purchasing record, organize and analyze it in order to find out some important issues related to customer repeat purchasing behavior. Second, we build a forecasting model for the trial purchasing behavior and repeat purchasing behavior according to these issues. Final, the study estimate the parameter by Maximum Likelihood Estimation (MLE), calculate the customer purchasing possibility by a mixture of beta-geometric distributions, and estimate the repeat purchasing possibility and quantity in Microsoft Excel. In this way, the study could understand customers' future purchasing patterns, which will provide managers with a reference of developing efficient marketing strategies to make the greatest profit.
Advisory Committee Hsieh, Wen-Jin - advisor

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