Customer Value & Lifetime Insights

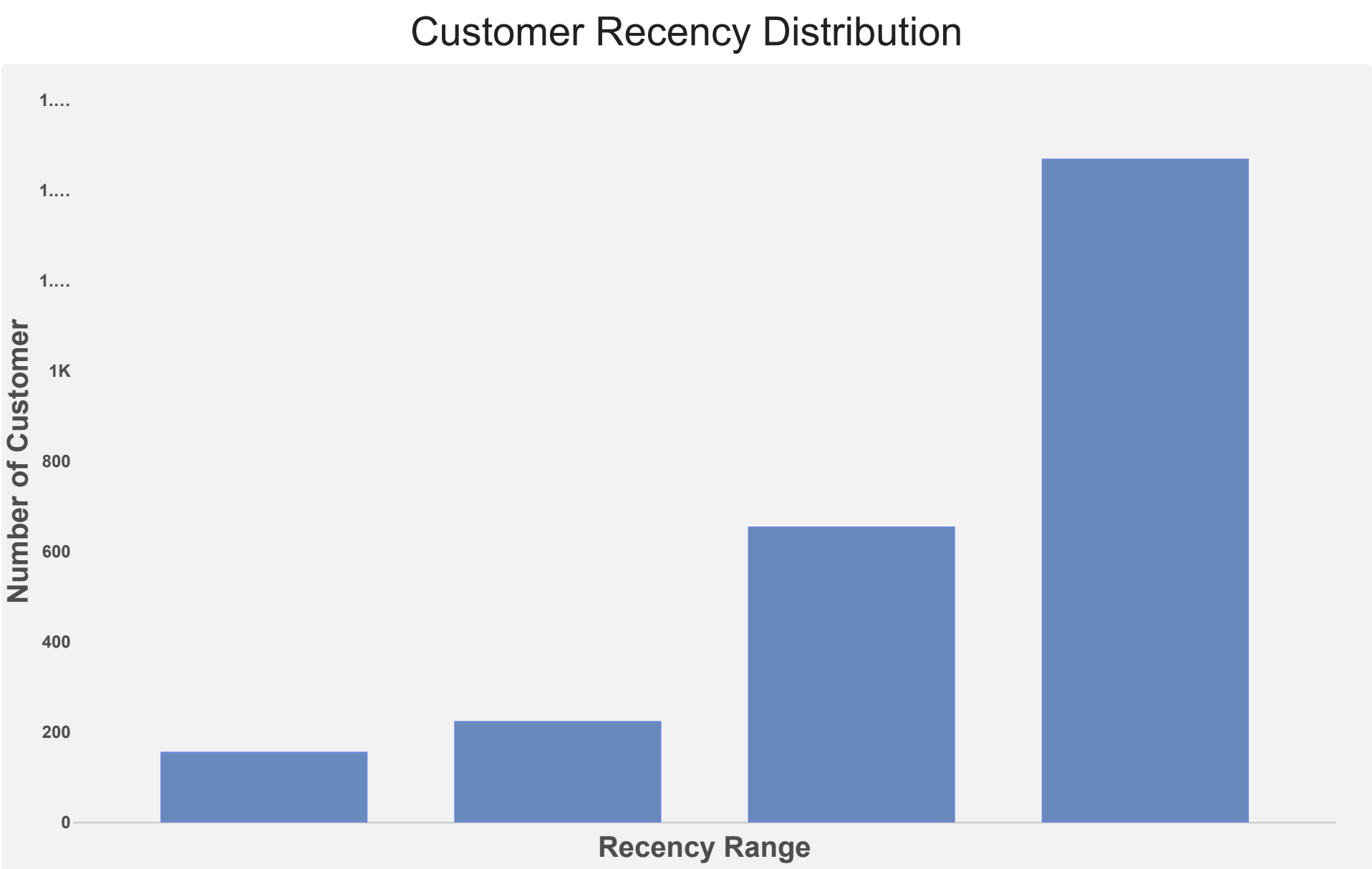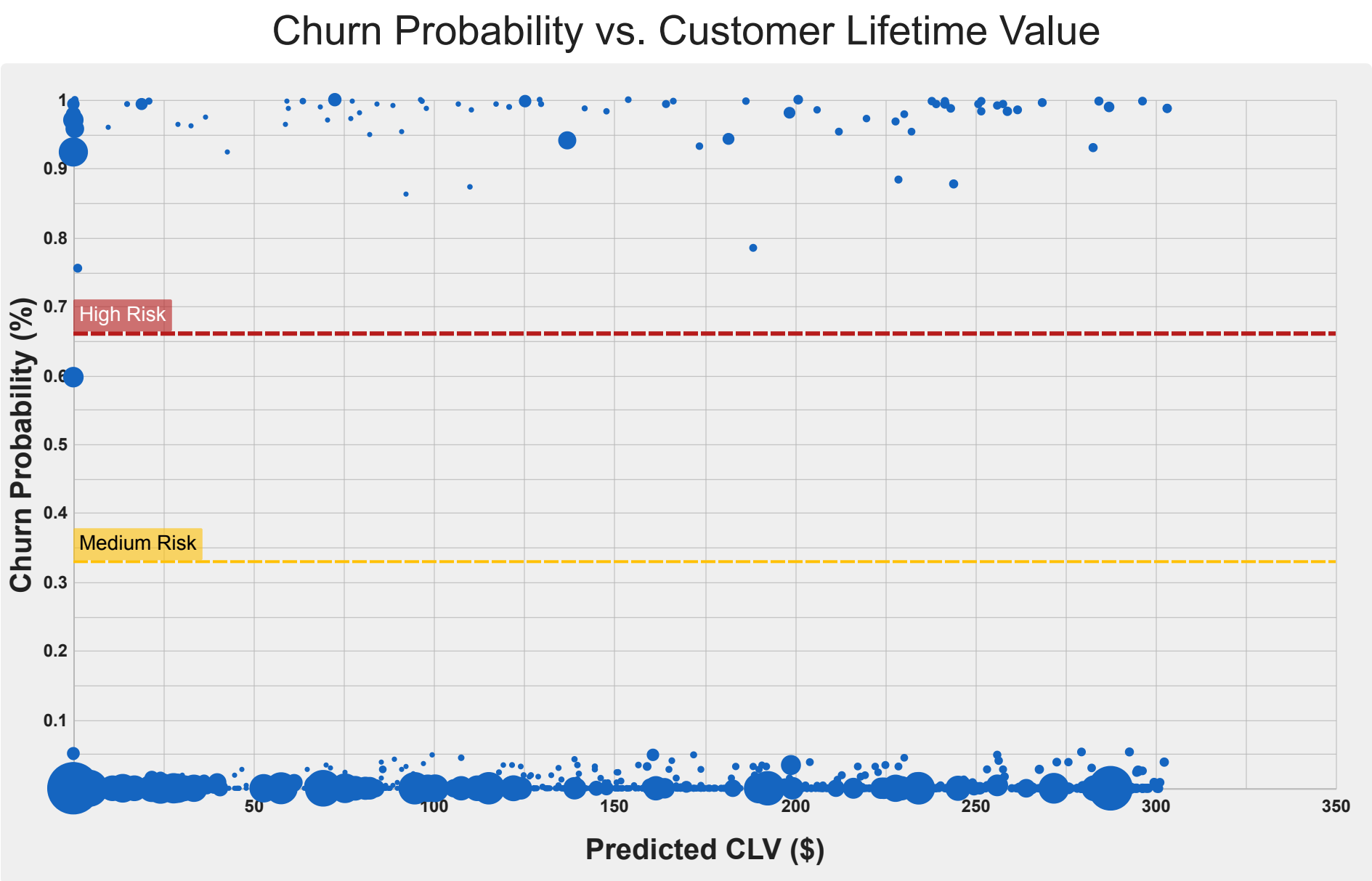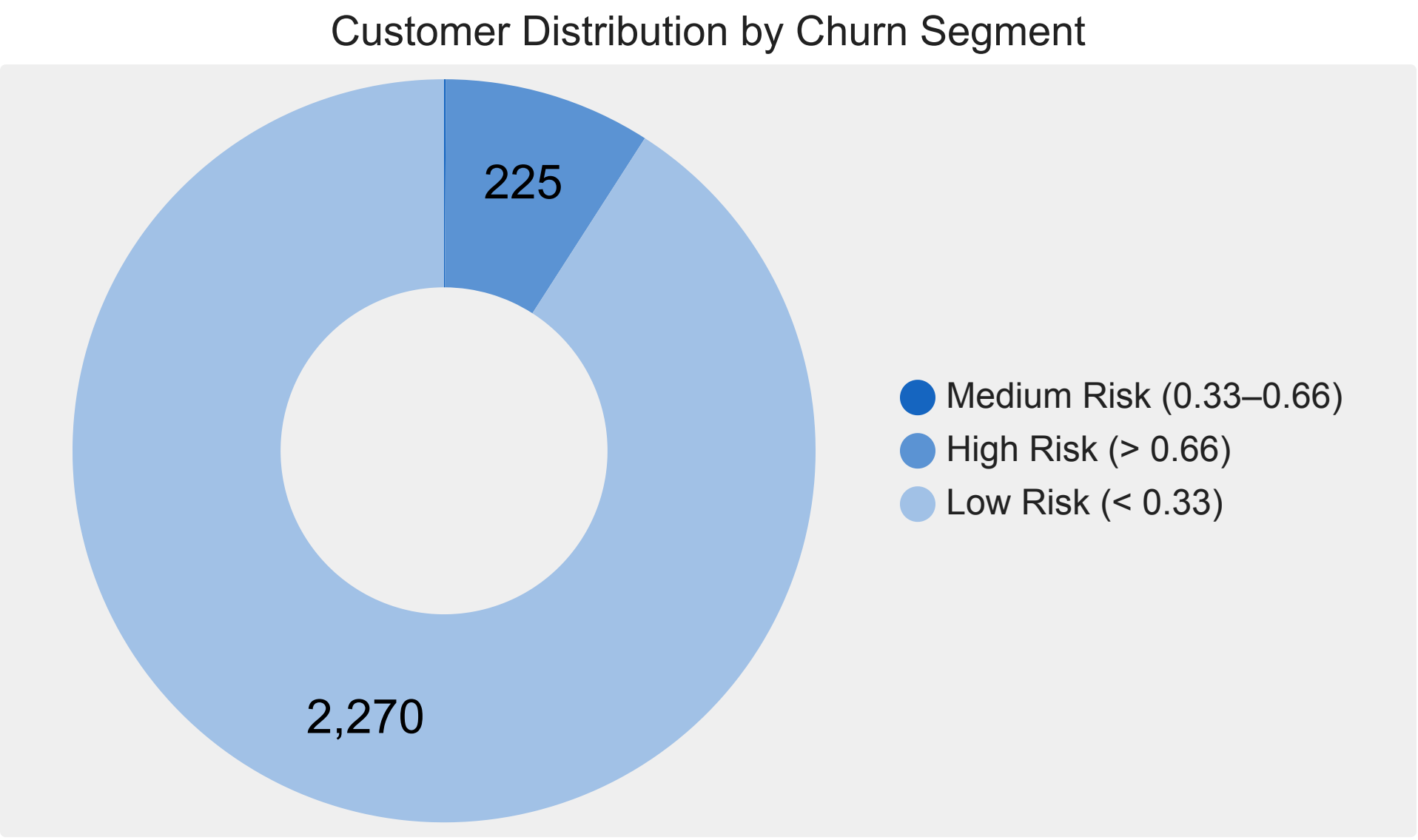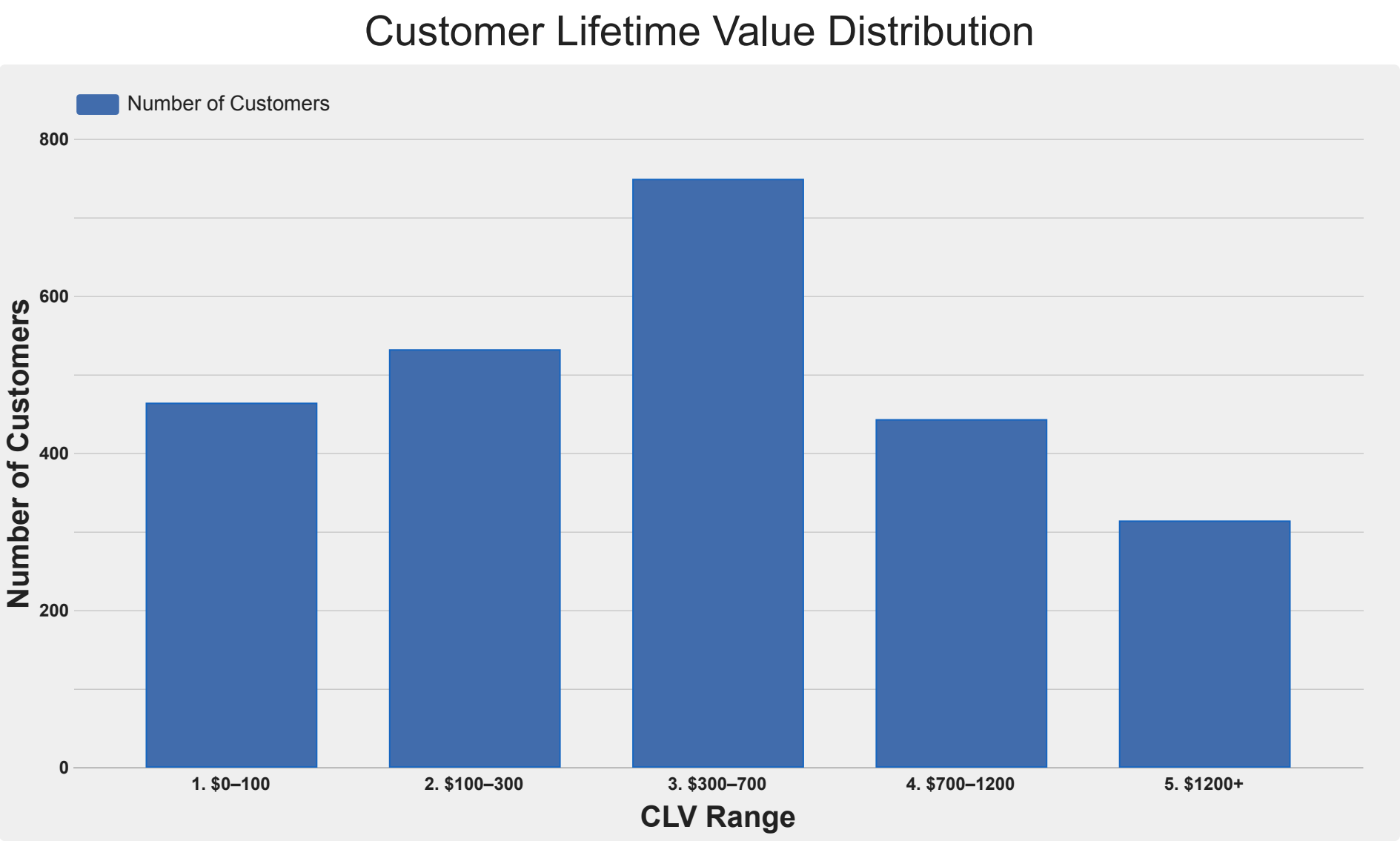| Total Customers	Average CLV	Total Predicted Revenue	Total Transactions	Total Monetary Value	Avg Churn Risk
2,497	$574	$1,434,317	276,481	$8,057,396	5.38%

Customer Lifetime Value Distribution

Customer Distribution by Churn Segment

- Medium Risk (0.33–0.66): 225
- High Risk (> 0.66)
- Low Risk (< 0.33): 2,270

Churn Probability vs. Customer Lifetime Value

Customer Recency Distribution

Customer Purchase Frequency Distribution

Customer Monetary Value Distribution
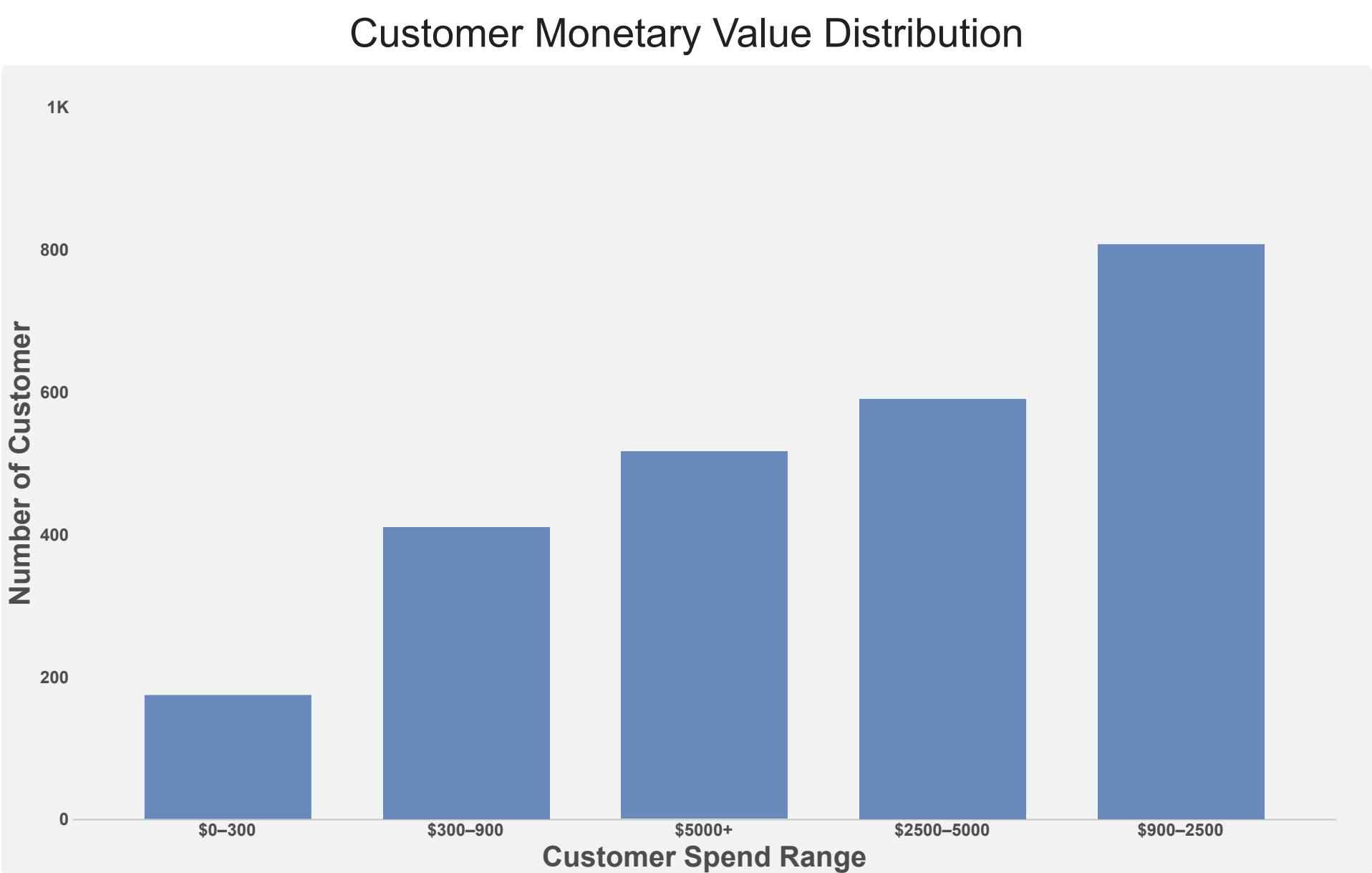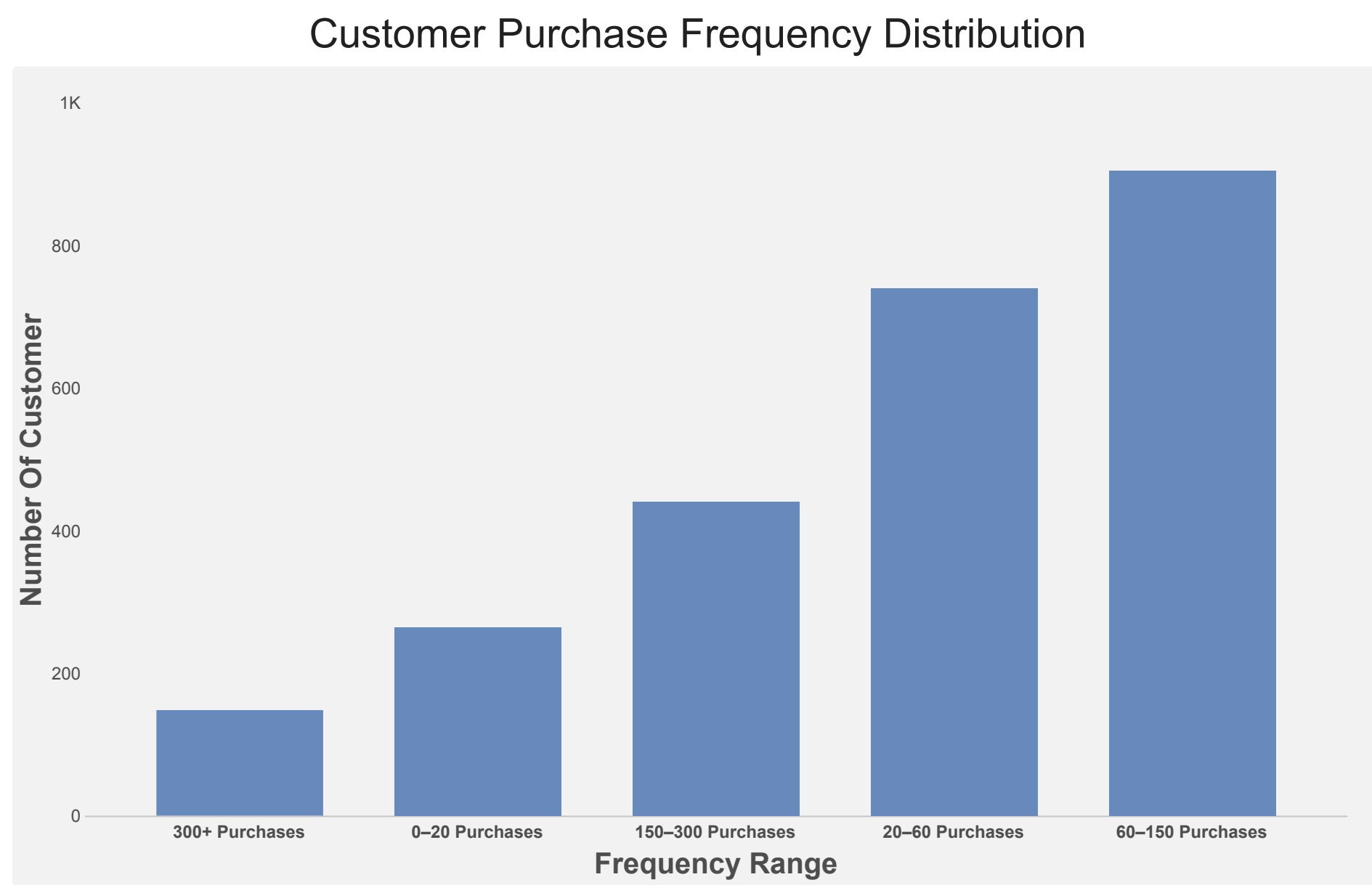
Customer Value & Churn Table

	CUS - ID	Value Tier	Risk Segment	6-Mo Value ($)	Transactions	Total Spend ($)	Recency	Churn %
1.	2202	Low CLV	High Risk (> 0.66)		18		21	0.95
2.	1817	Low CLV	Low Risk (< 0.33)		48		21	0.03
3.	1592	Medium CLV	Low Risk (< 0.33)		52		21	0.01
4.	2344	Medium CLV	Low Risk (< 0.33)		57		21	0.01
5.	344	Medium CLV	High Risk (> 0.66)		48		21	0.99
6.	668	Low CLV	Low Risk (< 0.33)		57		21	0.01
7.	1129	Medium CLV	Low Risk (< 0.33)		73		21	0.01
8.	2288	Medium CLV	Low Risk (< 0.33)		157		21	0.01
9.	30	Low CLV	Low Risk (< 0.33)		28		21	0.04
10.	1792	High CLV	Low Risk (< 0.33)		126		21	0.03
11.	818	Medium CLV	Low Risk (< 0.33)		52		21	0.01
12.	820	High CLV	Low Risk (< 0.33)		208		21	0.01
13.	286	Low CLV	Low Risk (< 0.33)		41		21	0.01
14.	520	Medium CLV	Low Risk (< 0.33)		112		21	0.01
15.	2125	High CLV	Low Risk (< 0.33)		113		21	0.01