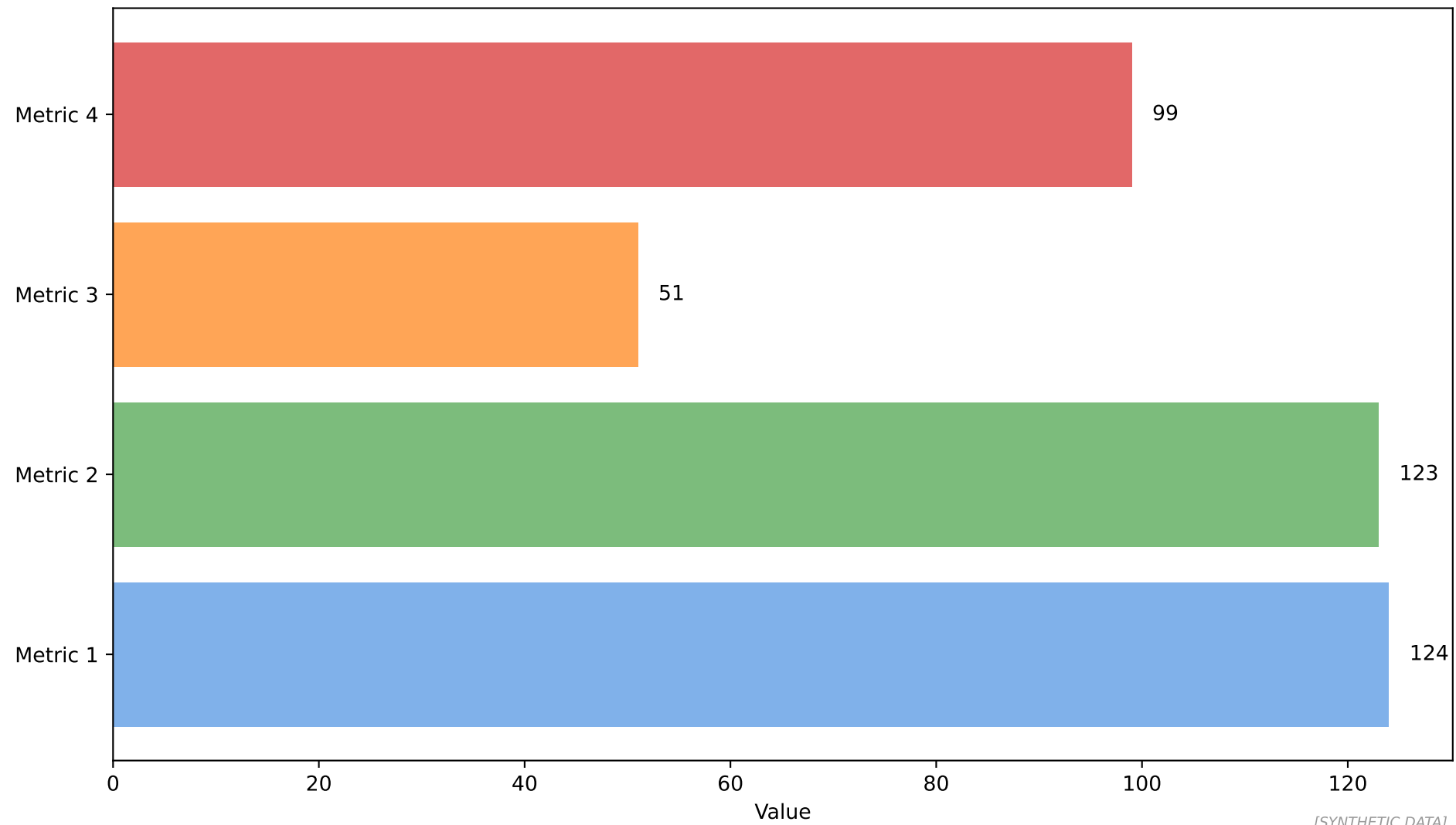# Customer LTV Calculation