# Customer Metrics

Customer Acquisition Rate increased by 25% compared to the same month last year

Customer Retention Rate remains strong at 91%, demonstrating our ability to retain loyal customers

Metric [Month, Year] Previous Month Same Month

**(Last Year)**

Customer Acquisition Rate (%)

160 new customers

130 new customers

145 new customers

Customer Retention Rate (%)

Customer Lifetime Value (CLV)

91% 92% 90%

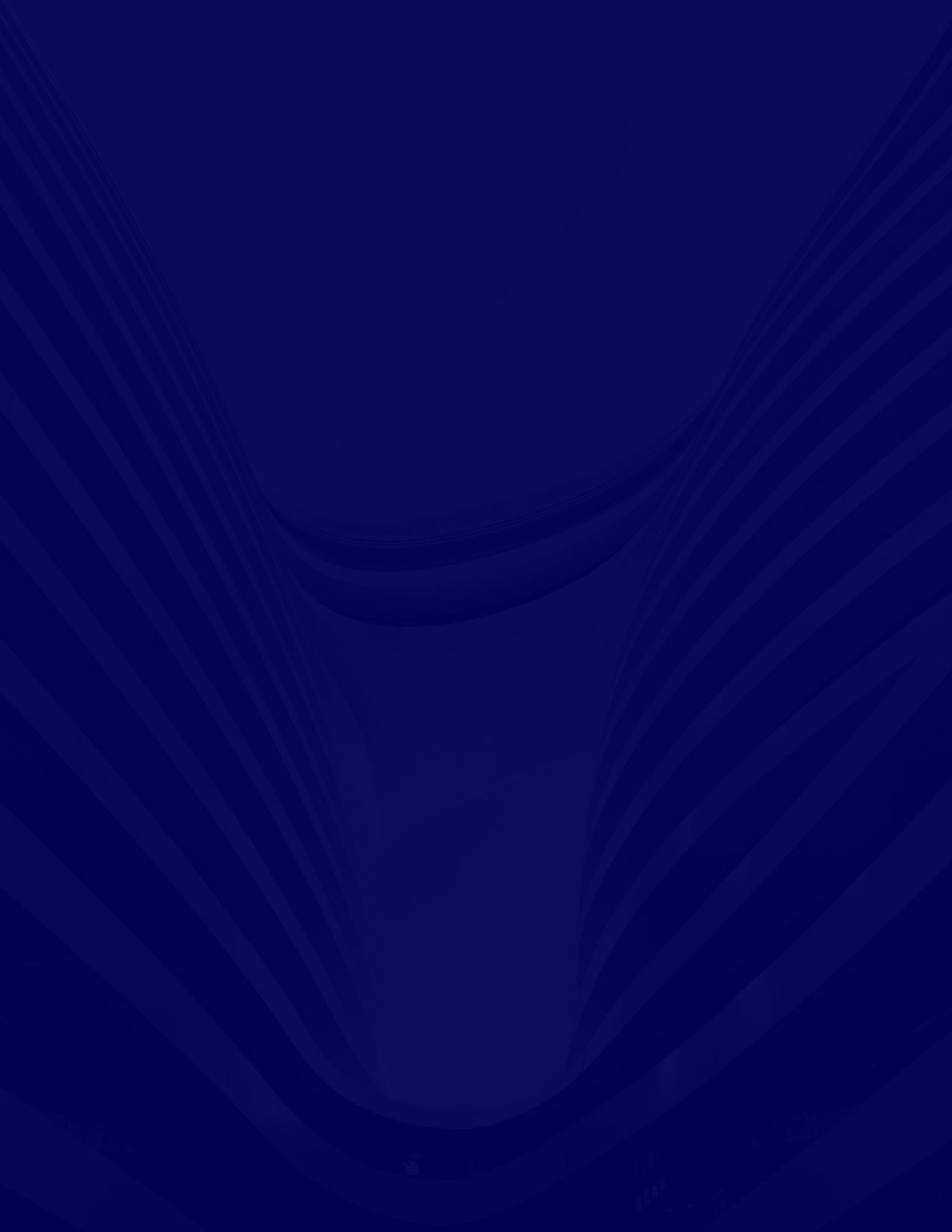
$2,900 $2,800 $2,650

Churn Rate (%) 7% 6% 8%

Customer Satisfaction Score (CSAT)

4.6 4.7 4.5

Customer Complaints 22 18 28



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