

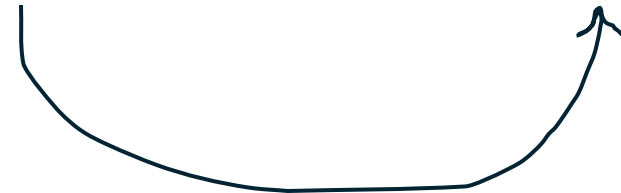
# CLV Analysis

# From Green to Red: Tracking Revenue Per User

- **1. Sharp Revenue Decline:** Drops from **\$0.85 (Week 0)** to **\$0.02 (Week 7+)**.
- **2. Critical Early Weeks:** Most **revenue** comes in Week 0–1.
- **3. Steep Drop After Week 0:** **Revenue falls** by more than **50%**.
- **4. Low Performance Later:** **Weeks 6+** show critically low revenue (red zones).
- **5. Cohort Insights:** Cohorts see a **big drop** on 12/20 going from **\$1 to \$.37**.

Average Revenue Divided by Registrations Per Cohort

Week	Registrations	Week0	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10	Week11	Week12
11/1/2020	20275	\$0.93	\$0.32	\$0.26	\$0.26	\$0.16	\$0.15	\$0.16	\$0.02	\$0.01	\$0.01	\$0.02	\$0.01	\$0.02
11/8/2020	16363	\$1.18	\$0.38	\$0.28	\$0.23	\$0.27	\$0.10	\$0.04	\$0.07	\$0.00	\$0.01	\$0.04	\$0.02	
11/15/2020	18062	\$1.37	\$0.29	\$0.22	\$0.22	\$0.17	\$0.03	\$0.03	\$0.02	\$0.02	\$0.01	\$0.00		
11/22/2020	19833	\$1.63	\$0.23	\$0.22	\$0.12	\$0.04	\$0.01	\$0.01	\$0.01	\$0.03	\$0.00			
11/29/2020	22099	\$1.31	\$0.36	\$0.24	\$0.05	\$0.01	\$0.02	\$0.01	\$0.01	\$0.01				
12/6/2020	28214	\$1.20	\$0.33	\$0.08	\$0.03	\$0.02	\$0.03	\$0.02	\$0.00					
12/13/2020	25239	\$1.00	\$0.11	\$0.04	\$0.03	\$0.04	\$0.03	\$0.00						
12/20/2020	17848	\$0.37	\$0.05	\$0.02	\$0.02	\$0.02	\$0.01							
12/27/2020	16550	\$0.34	\$0.05	\$0.00	\$0.02	\$0.01								
1/3/2021	22794	\$0.23	\$0.06	\$0.03	\$0.00									
1/10/2021	21479	\$0.40	\$0.06	\$0.01										
1/17/2021	20801	\$0.90	\$0.12											
1/24/2021	19561	\$0.19												
Average		\$0.85	\$0.20	\$0.13	\$0.10	\$0.08	\$0.05	\$0.04	\$0.02	\$0.01	\$0.01	\$0.02	\$0.02	\$0.02



# Growing... But Slowing: Cumulative Trends Revealed

- **High Initial Growth:** Cumulative revenue starts at **23.28%** in Week 0.
- **Slowing Growth Trend:** Growth drops sharply after Week 3.
- **Minimal Growth Beyond Week 7:** Stagnates around **1.6%–1.2%.**
- **Top-Performing Cohorts:** Early cohorts like 11/8/2020 show strong cumulative growth.
- **Weak Recent Cohorts:** Cohorts from 12/20/2020 onward underperform.

Cumulative Average Per Cohort Week

Week	Registrations	Week0	Week1	Week2	Week3	Week4	Week5	Week6	Week7	Week8	Week9	Week10	Week11	Week12
11/1/2020	20275	\$0.93	\$1.25	\$1.52	\$1.78	\$1.93	\$2.09	\$2.25	\$2.27	\$2.28	\$2.30	\$2.32	\$2.33	\$2.35
11/8/2020	16363	\$1.18	\$1.56	\$1.84	\$2.07	\$2.34	\$2.45	\$2.48	\$2.55	\$2.55	\$2.56	\$2.60	\$2.62	
11/15/2020	18062	\$1.37	\$1.66	\$1.87	\$2.10	\$2.26	\$2.29	\$2.32	\$2.34	\$2.36	\$2.37	\$2.37		
11/22/2020	19833	\$1.63	\$1.86	\$2.09	\$2.21	\$2.24	\$2.26	\$2.26	\$2.27	\$2.31	\$2.31			
11/29/2020	22099	\$1.31	\$1.67	\$1.92	\$1.96	\$1.98	\$2.00	\$2.00	\$2.02	\$2.02				
12/6/2020	28214	\$1.20	\$1.52	\$1.61	\$1.64	\$1.66	\$1.69	\$1.71	\$1.71					
12/13/2020	25239	\$1.00	\$1.11	\$1.15	\$1.18	\$1.22	\$1.25	\$1.25						
12/20/2020	17848	\$0.37	\$0.42	\$0.44	\$0.47	\$0.48	\$0.49							
12/27/2020	16550	\$0.34	\$0.39	\$0.39	\$0.41	\$0.42								
1/3/2021	22794	\$0.23	\$0.29	\$0.32	\$0.32									
1/10/2021	21479	\$0.40	\$0.46	\$0.47										
1/17/2021	20801	\$0.90	\$1.02											
1/24/2021	19561	\$0.19												
Averages		\$0.85	\$1.05	\$1.18	\$1.28	\$1.36	\$1.40	\$1.44	\$1.47	\$1.48	\$1.49	\$1.51	\$1.53	\$1.54
Cumulative Growth			23.28%	12.24%	8.42%	6.38%	3.51%	2.73%	1.62%	0.93%	0.60%	1.40%	1.16%	1.18%

# Top Performers Shine, Others Fall Behind

- **Top Cohorts Perform Best:** Early cohorts (11/8–11/29/2020) hit \$2+ per customer.
- **Decline Over Time:** Recent cohorts drop to as low as \$0.35.
- **Middle Cohorts Struggle:** 12/13/2020–1/3/2021 average below \$1.00.
- **Clear Downward Trend:** Revenue per customer worsens in later weeks.
- **Action Needed:** Replicate early cohort success; improve recent user engagement.

Week	Registrations	Week12
11/8/2020	16363	\$2.65
11/15/2020	18062	\$2.43
11/22/2020	19833	\$2.40
11/29/2020	22099	\$2.11
12/6/2020	28214	\$1.81
12/13/2020	25239	\$1.34
12/20/2020	17848	\$0.54
12/27/2020	16550	\$0.48
1/3/2021	22794	\$0.39
1/10/2021	21479	\$0.62
1/17/2021	20801	\$1.51
1/24/2021	19561	\$0.35

# Recommendations

- **Revisit Acquisition Strategies:** **Improve lead targeting** to attract higher-quality customers like early cohorts.
- **Engage Early:** **Implement early-week strategies** (Weeks 0–3) to boost spending during the critical period when customers are most active
- **Focus on Retention:** **Retain customers** from later cohorts longer to **drive cumulative revenue growth in later weeks.**

