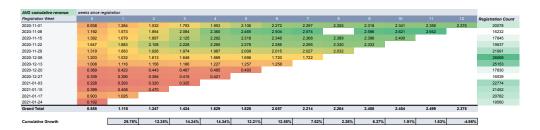
			_											
Revenue per customer and CLV analysis per cohort														
AVG revenue per customer	weeks since rea	intention												
Registration Week	0	1	2	3	4	5	6	7	8	9	10	11	12	Registration Cour
2020-11-01	0.938	0.326	0.267	0.262	0.160	0.153	0.165	0.025	0.008	0.014	0.023	0.015	0.018	20078
2020-11-08	1.192	0.381	0.281	0.229	0.277	0.104	0.039	0.069		0.012	0.035	0.021		16232
2020-11-15	1.382	0.297	0.219	0.228	0.167	0.026	0.029	0.022	0.021	0.006	0.004			17845
2020-11-22	1.647	0.236	0.225	0.119	0.037	0.013	0.006	0.011	0.035	0.004				19637
2020-11-29	1.319	0.363	0.243	0.048	0.012	0.022	0.006	0.012	0.005					21991
2020-12-06	1.203	0.329	0.081	0.034	0.021	0.027	0.024	0.002						28069
2020-12-13	1.008	0.108	0.040	0.030	0.041	0.030	0.000							25153
2020-12-20	0.369	0.054	0.021	0.023	0.018	0.008								17830
2020-12-27	0.339	0.051	0.005	0.020	0.006									16539
2021-01-03	0.228	0.064	0.027	0.005										22774
2021-01-10	0.399	0.059	0.012											21452
2021-01-17	0.903	0.122												20782
2021-01-24	0.192													19560
Grand Total	0.855	0.199	0.129	0.100	0.082	0.048	0.039	0.024	0.017	0.009	0.021	0.018	0.018	





- Users who have registered in few weeks before Christmas, have spent more money around Christmas compared to those who have registered in 2 weeks before new year.
- Having only one cohort that shows the revenue per customer for the 12th week, cannot be very reliable since the behaviour of one cohort can be very different than others and so the prediction is not very precise
- A sudden jump in number of registrations in the first week of December could hint to a possible campaign.
- Usually the highest turnover rate belongs to the first two weeks after a cohort's registration.