

Revenue per customer and CLV analysis per cohort

AVG revenue per customer		weeks since registration												Registration Count
Registration Week	0	1	2	3	4	5	6	7	8	9	10	11	12	
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	0.397	0.219	0.228	0.167	0.026	0.029	0.022		0.021	0.008			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							29153
2020-12-20	0.399	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	0.803	0.122												20762
2021-01-24	0.192													19960
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	

AVG cumulative revenue		weeks since registration												Registration Count
Registration Week	0	1	2	3	4	5	6	7	8	9	10	11	12	
2020-11-01	0.938	1.264	1.532	1.793	1.953	2.106	2.272	2.297	2.305	2.318	2.341	2.356	2.376	20078
2020-11-08	1.192	1.873	1.854	2.084	2.360	2.485	2.504	2.574		2.586	2.621	2.642		16232
2020-11-15	1.382	1.679	1.897	2.125	2.292	2.318	2.346	2.368	2.389	2.398	2.450			17845
2020-11-22	1.647	1.883	2.108	2.228	2.265	2.278	2.285	2.295	2.330	2.333				19637
2020-11-29	1.319	1.683	1.926	1.974	1.987	2.009	2.015	2.027	2.032					21991
2020-12-06	1.203	1.532	1.613	1.648	1.669	1.696	1.720	1.722						28069
2020-12-13	1.008	1.116	1.156	1.186	1.227	1.257	1.258							29153
2020-12-20	0.399	0.423	0.443	0.467	0.485	0.493								17830
2020-12-27	0.339	0.390	0.394	0.415	0.421									16539
2021-01-03	0.228	0.293	0.320	0.325										22774
2021-01-10	0.399	0.458	0.470											21452
2021-01-17	0.803	1.025												20762
2021-01-24	0.192													19960
Grand Total	0.855	1.110	1.247	1.424	1.629	1.828	2.057	2.214	2.264	2.408	2.454	2.499	2.376	
Cumulative Growth		29.78%	12.38%	14.24%	14.34%	12.21%	12.65%	7.62%	2.26%	6.37%	1.91%	1.83%	-4.98%	

AVG estimated revenue		Weeks since registrations												Grand Total	Registration Count	
Registration week	0	1	2	3	4	5	6	7	8	9	10	11	12			
2020-11-01														25.800	20078	
2020-11-08														2.910	16232	
2020-11-15												2.444	2.322	28.357	17845	
2020-11-22											2.378	2.421	2.301	28.753	19637	
2020-11-29										2.162	2.203	2.243	2.131	28.711	21991	
2020-12-06									1.761	1.874	1.909	1.944	1.847	22.138	28069	
2020-12-13									1.383	1.384	1.472	1.500	1.828	1.452	16.899	28153
2020-12-20							0.555	0.597	0.610	0.649	0.662	0.674	0.640	7.066	17830	
2020-12-27						0.472	0.531	0.572	0.585	0.622	0.634	0.646	0.614	6.635	16539	
2021-01-03					0.371	0.417	0.469	0.505	0.516	0.549	0.560	0.570	0.541	5.664	22774	
2021-01-10				0.537	0.614	0.689	0.776	0.835	0.854	0.900	0.926	0.943	0.896	9.306	21452	
2021-01-17			1.152	1.316	1.504	1.688	1.900	2.046	2.091	2.225	2.267	2.308	2.193	22.618	20762	
2021-01-24	0.249	0.280	0.320	0.366	0.411	0.462	0.497	0.508	0.541	0.551	0.561	0.533		6.472	19960	
Grand Total	0.855	1.110	1.247	1.424	1.629	1.828	2.057	2.214	2.264	2.408	2.454	2.499	2.375	17.803		
Cumulative Growth		29.75%	12.38%	14.24%	14.34%	12.21%	12.65%	7.62%	2.26%	6.37%	1.91%	1.83%	-4.98%			

- 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.