

Customer Lifetime Value Dashboard



Customer Lifetime Value

CLV CLV (Margin) Average Purchase Value Purchase Frequency Per Month

5.37M

1.07M

2.19K

68.25

SHOP YEAR



Customer Lifespan (years) =

3

%Profit Margin =

20.00%

Speed

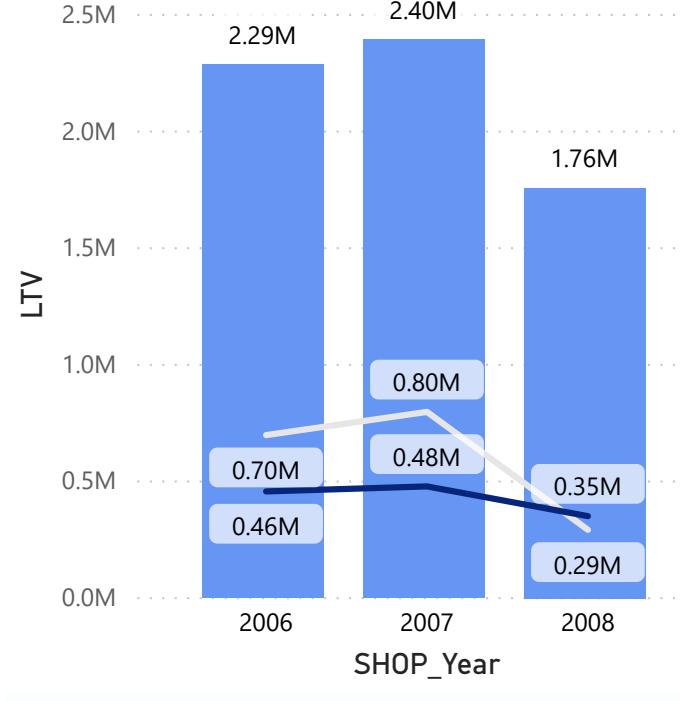
1.79M

Quantity

1M

CLV, SPEND and CLV(Margin) by SHOP_Year

● LTV ● SPEND ● LTV(Margin)



BASKET PRICE SENSITIVITY

LA
MM
UM
XX

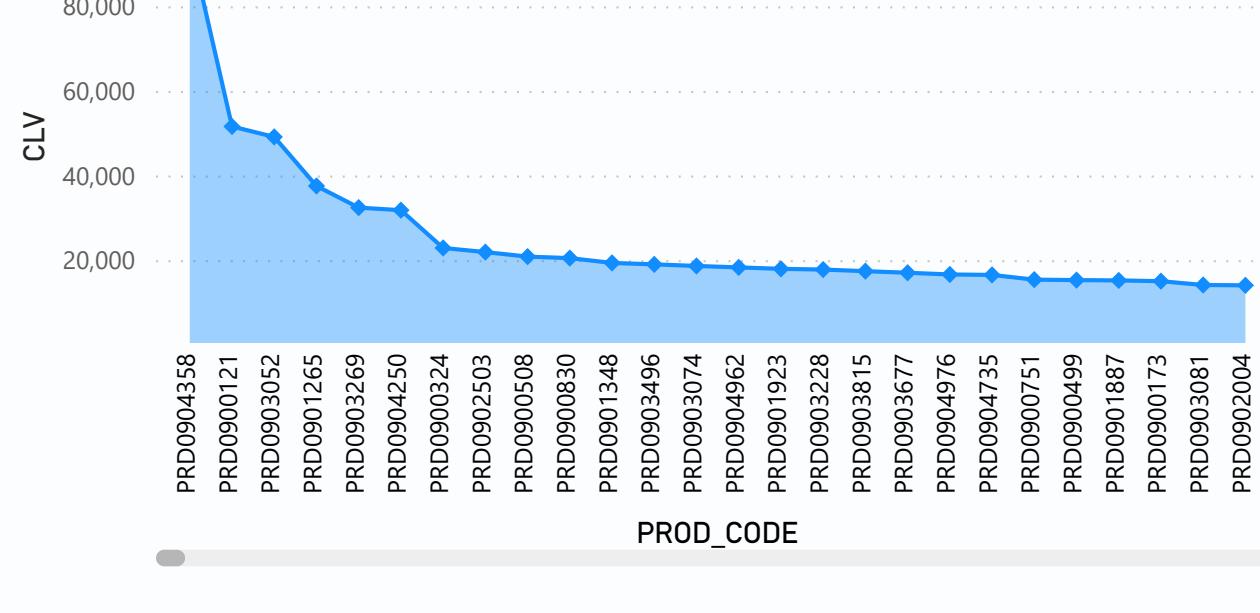
BASKET DOMINANT MISSION

Fresh
Grocery
Mixed
Nonfood
XX

CUST_CODE	Purchase Frequency Per Year	Total Purchase Value	Purchase Frequency Per Month	Average Purchase Value	LTV	LTV(Margin)
Non-code	819	289,582.64	68.25	353.58	868,747.92	173,749.58
CUST0000224455	465	2,277.48	38.75	4.90	6,832.44	1,366.49
CUST0000820750	445	5,020.85	37.08	11.28	15,062.55	3,012.51
CUST0000543233	440	9,604.78	36.67	21.83	28,814.34	5,762.87
CUST0000540040	434	5,883.45	36.17	13.56	17,650.35	3,530.07
CUST0000986734	411	5,365.54	34.25	13.05	16,096.62	3,219.32
CUST0000123240	408	14,998.11	34.00	36.76	44,994.33	8,998.87
CUST0000923669	393	4,792.32	32.75	12.19	14,376.96	2,875.39
CUST0000633906	358	5,402.70	29.83	15.09	16,208.10	3,241.62
CUST0000061502	352	3,782.70	29.33	10.75	11,348.10	2,269.62
CUST0000747393	345	3,253.26	28.75	9.43	9,759.78	1,951.96
CUST0000607180	339	4,210.85	28.25	12.42	12,632.55	2,526.51
CUST0000456748	337	3,749.63	28.08	11.13	11,248.89	2,249.78
Total	819	1,790,416.33	68.25	2,186.10	5,371,248.99	1,074,249.80

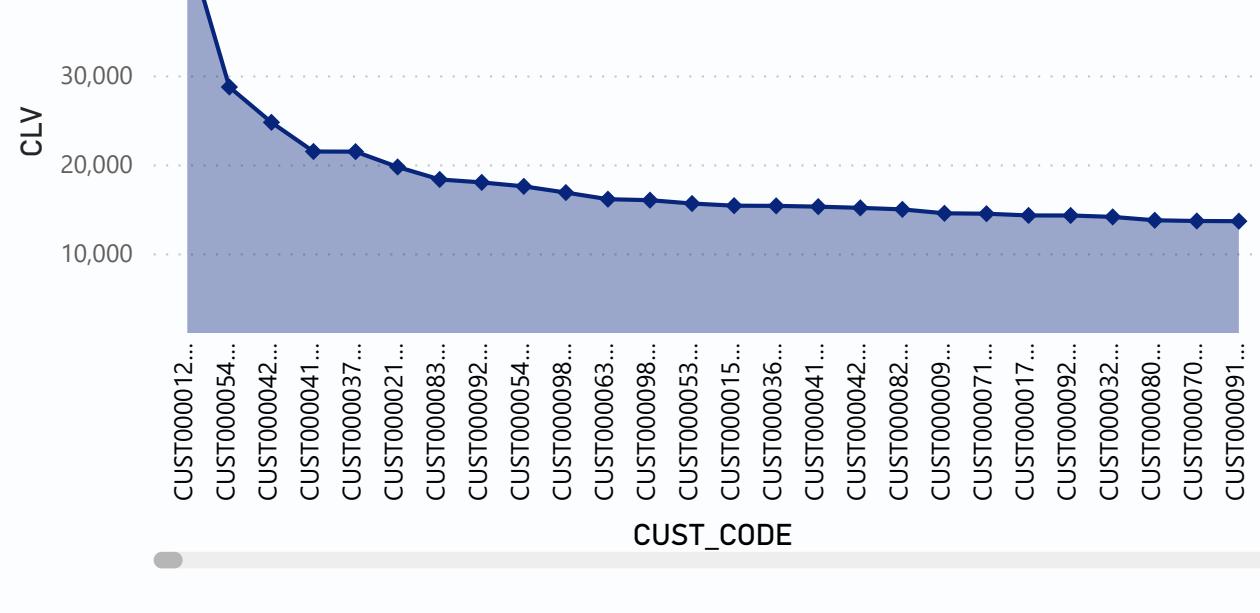
PRODUCT CODE
All

CLV by PRODUCT CODE

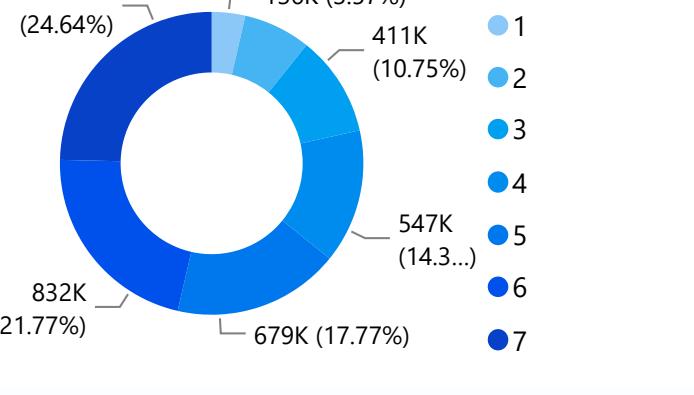


CUST_CODE
All

CLV by CUSTOMER CODE

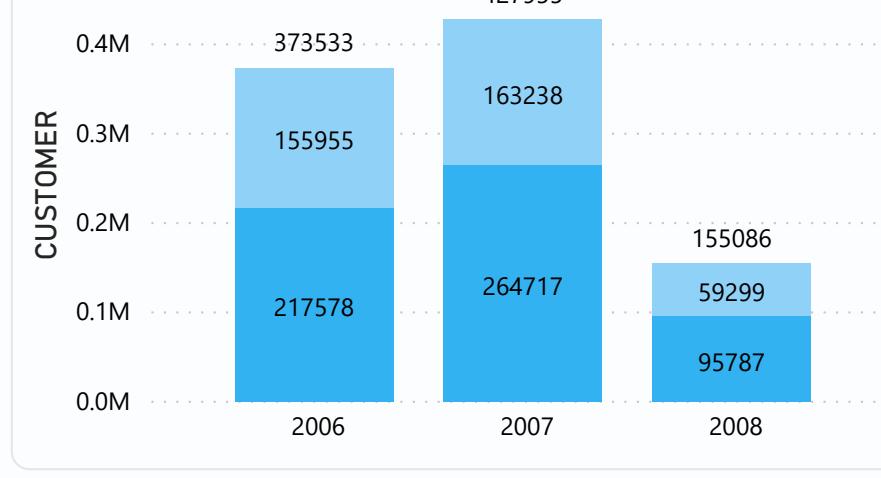


>> OVERVIEW DATA



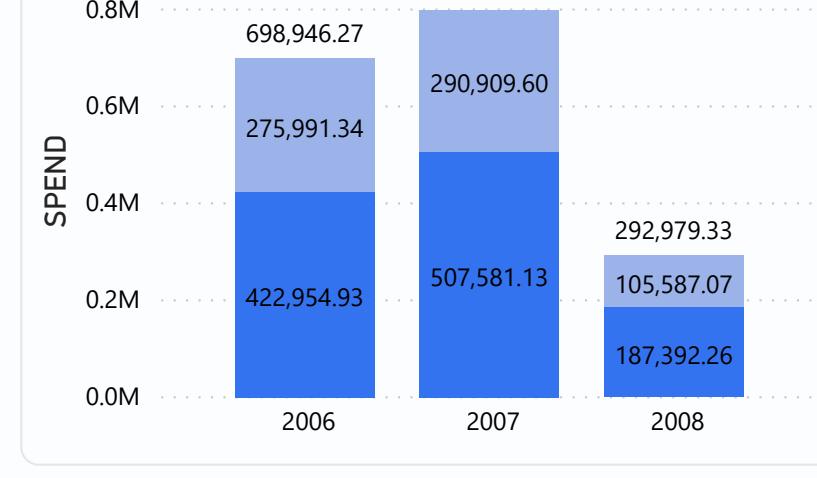
Count of CUSTOMER by SHOP_Year and STORE_REGION

STORE_REGION ● E02 ● W01

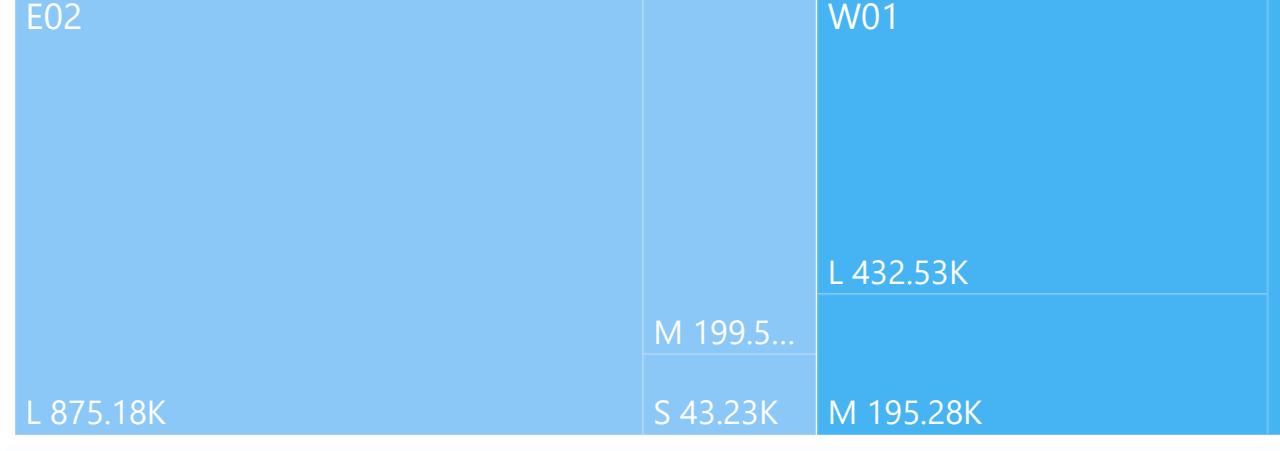


SPEND by SHOP_Year and STORE_CODE

STORE_CODE ● STORE00001 ● STORE00002



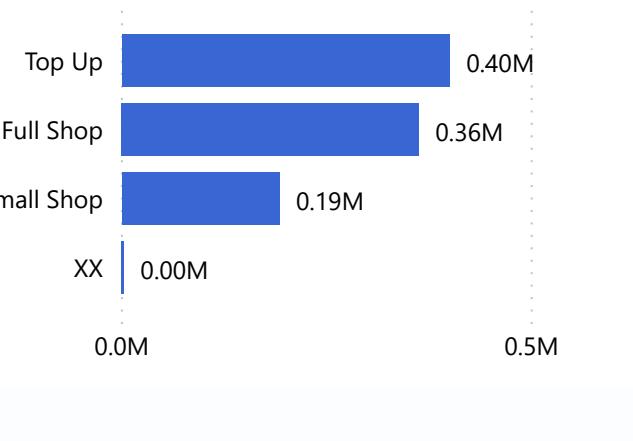
SPEND by STORE_REGION and BASKET_SIZE



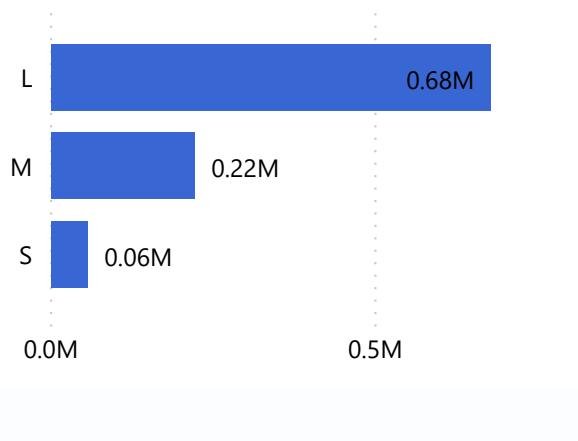
SPEND by BASKET_TYPE and BASKET_DOMINANT_MISSION



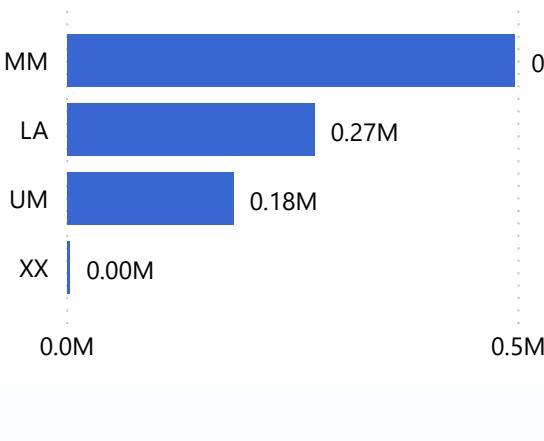
COUNT by BASKET_TYPE



COUNT by BASKET_SIZE



COUNT by BASKET_PRICE_SENSITIVITY



COUNT by CUSTOMER_LIFESTAGE

