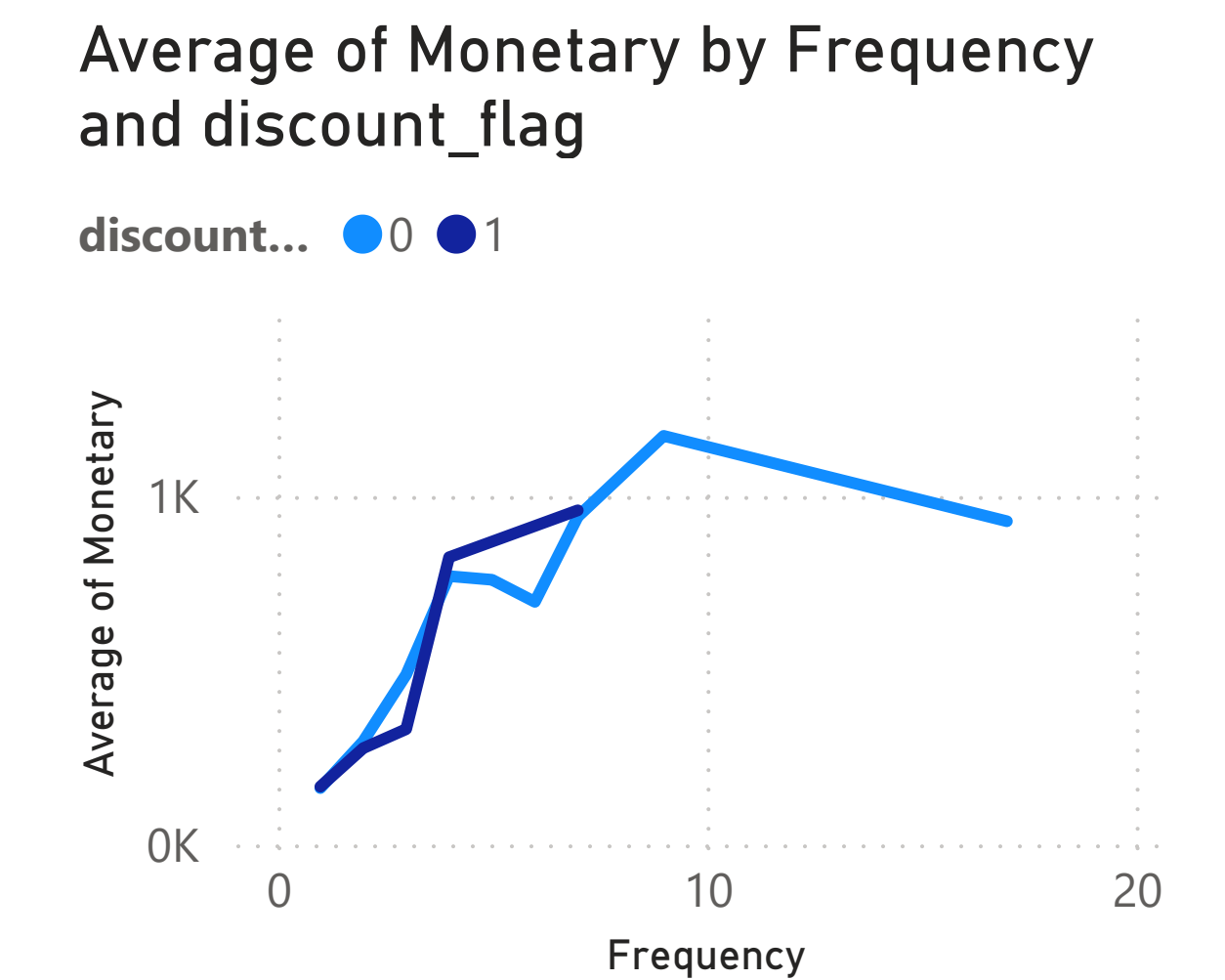
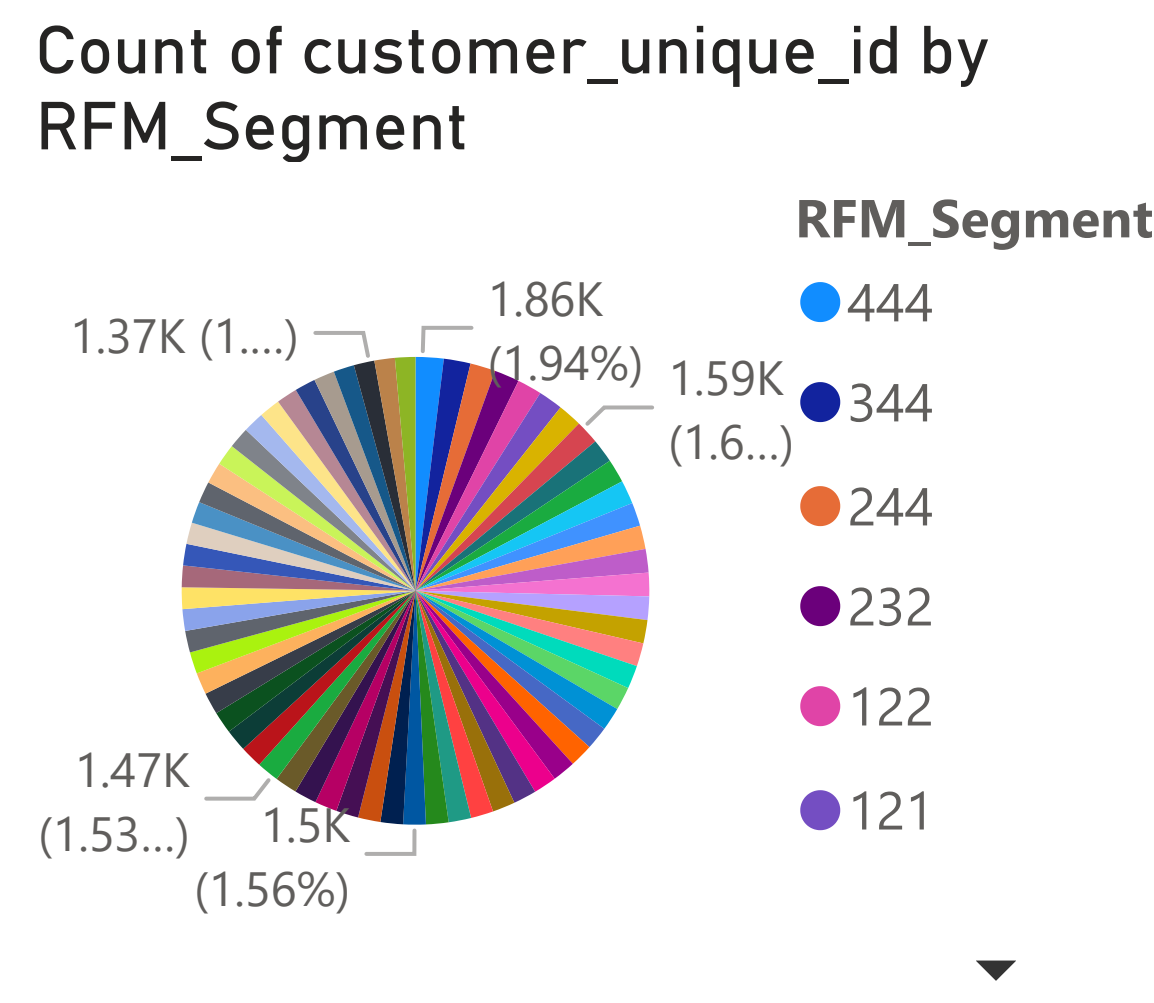
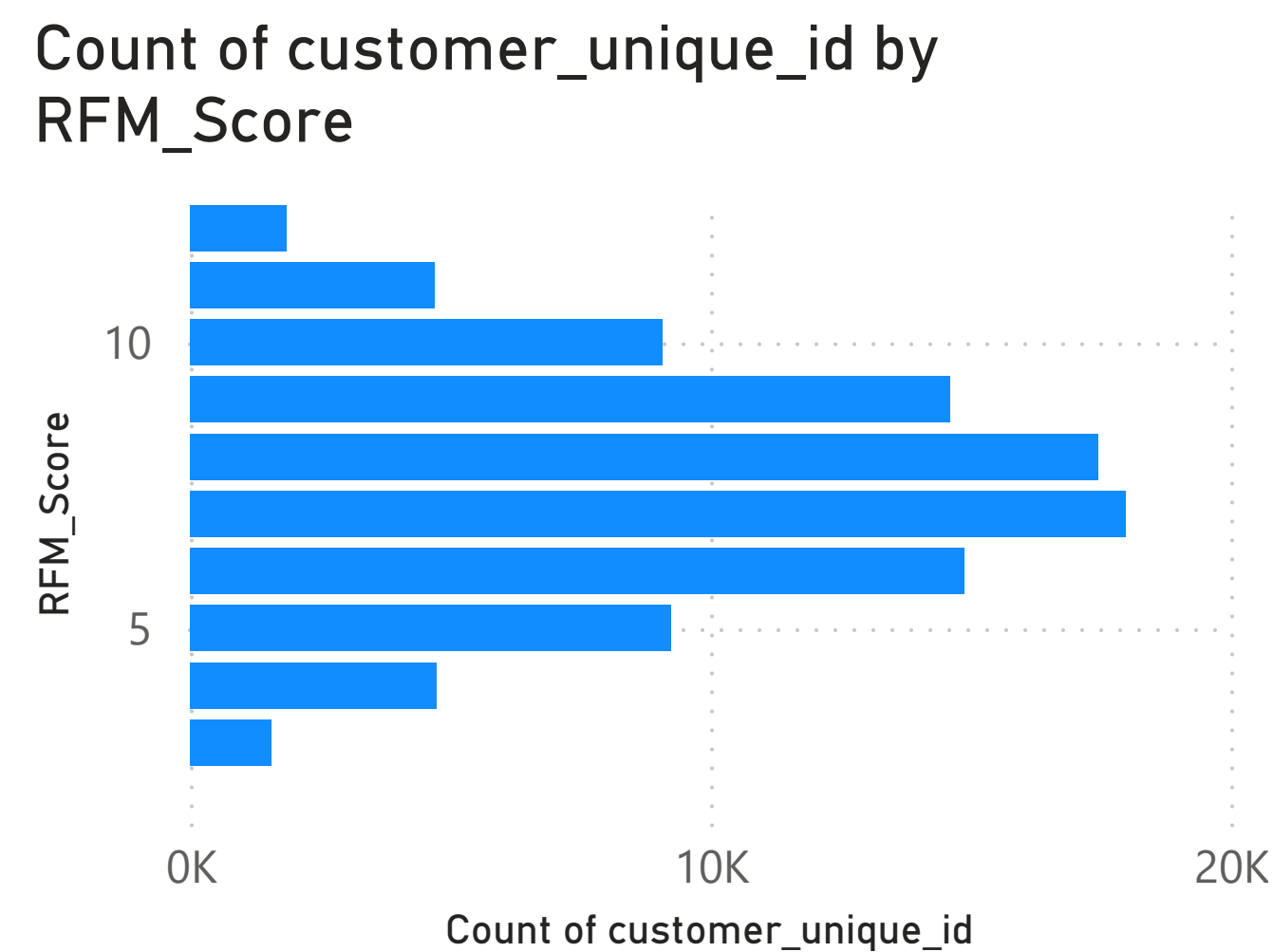
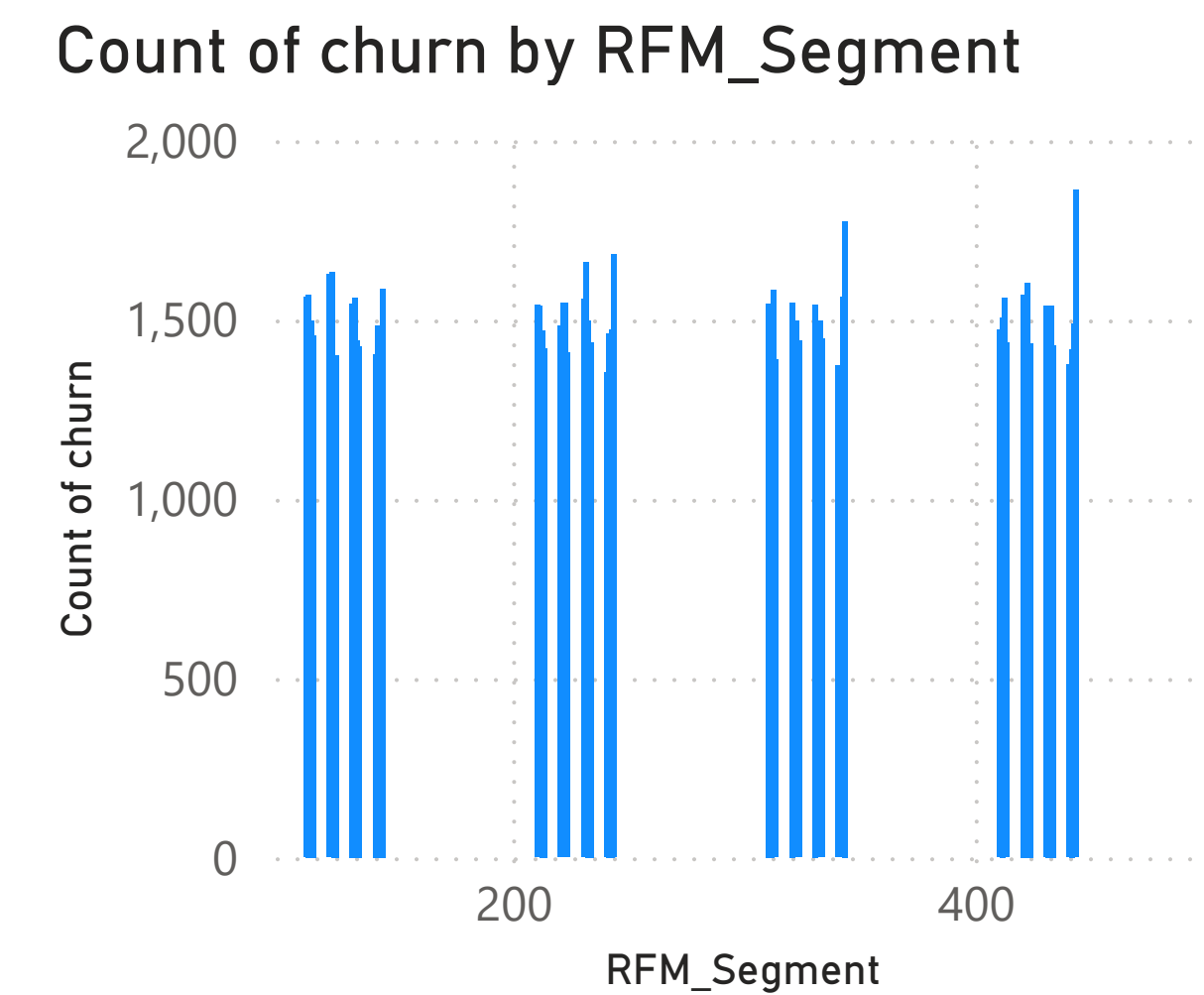
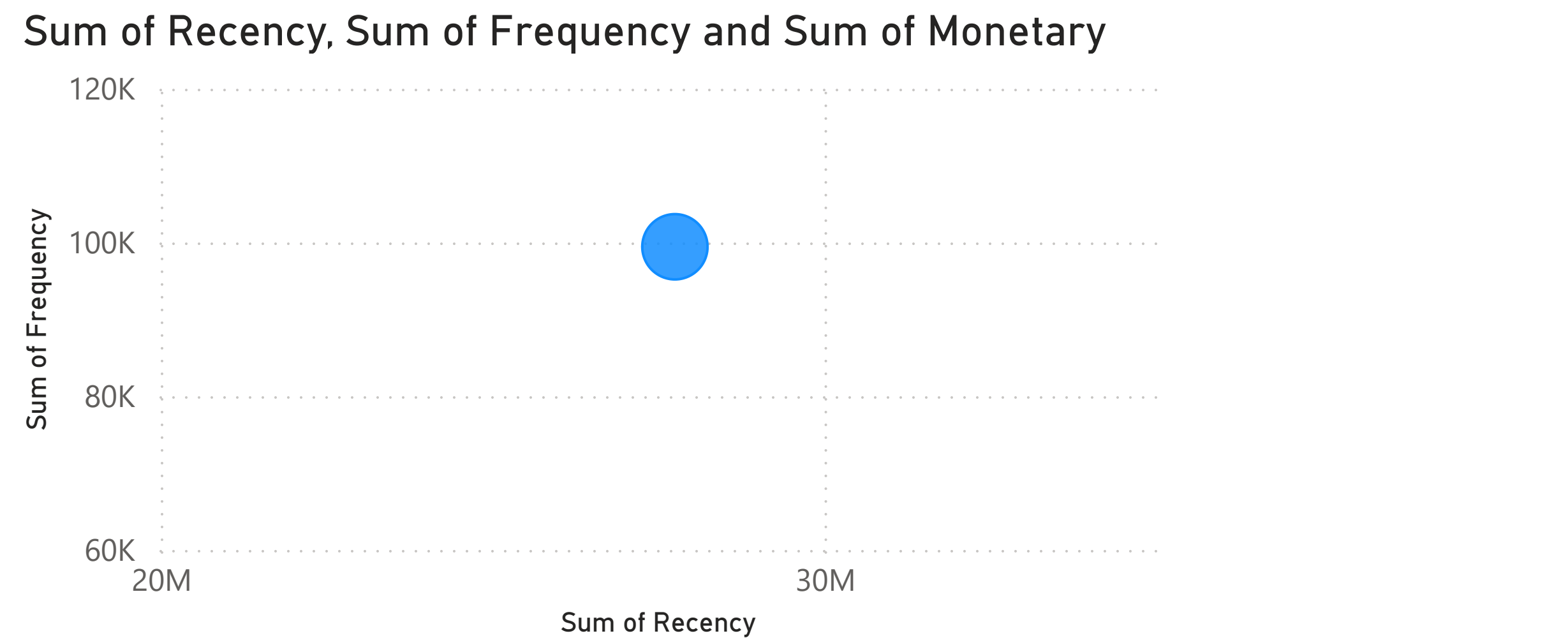
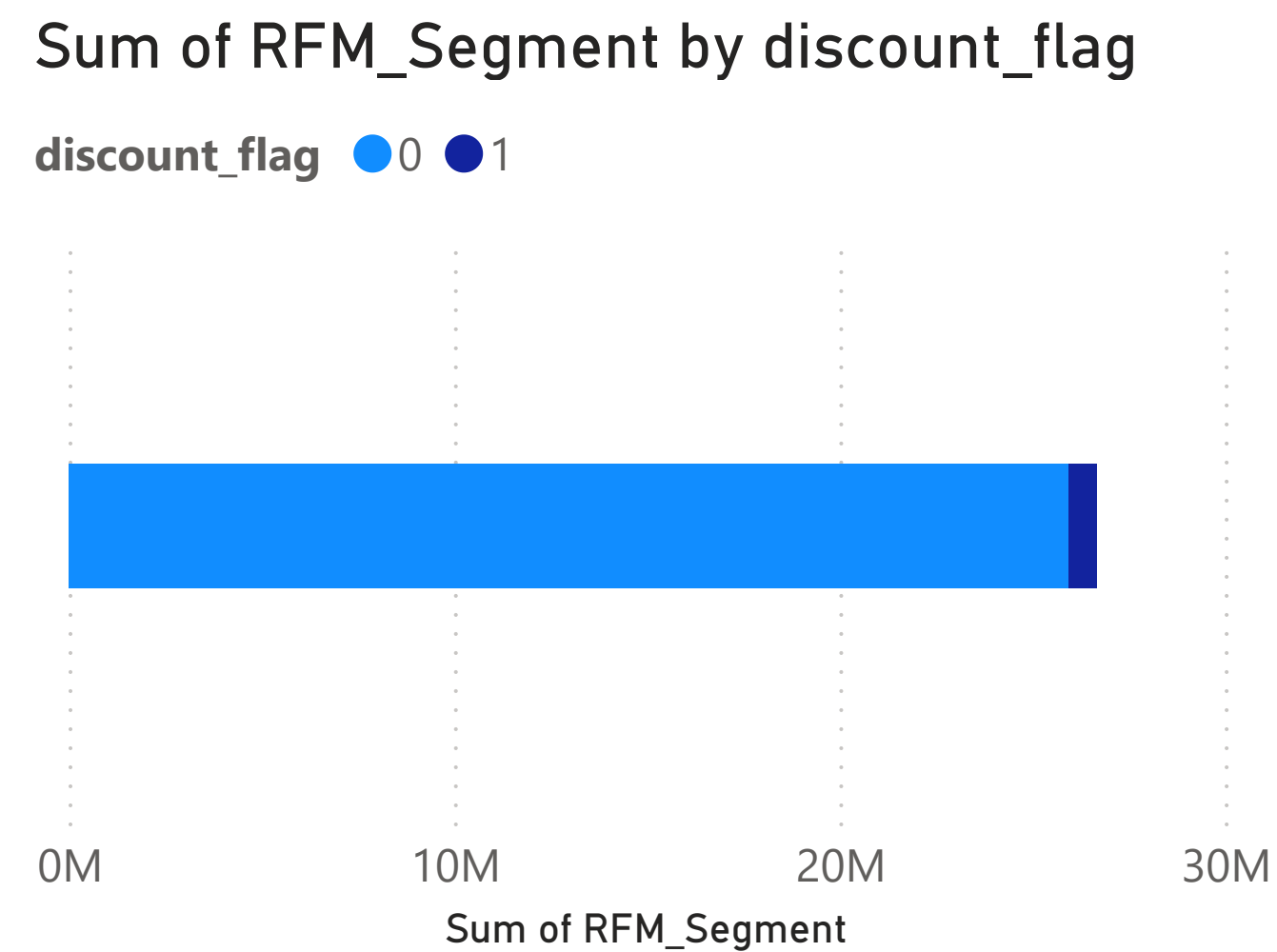
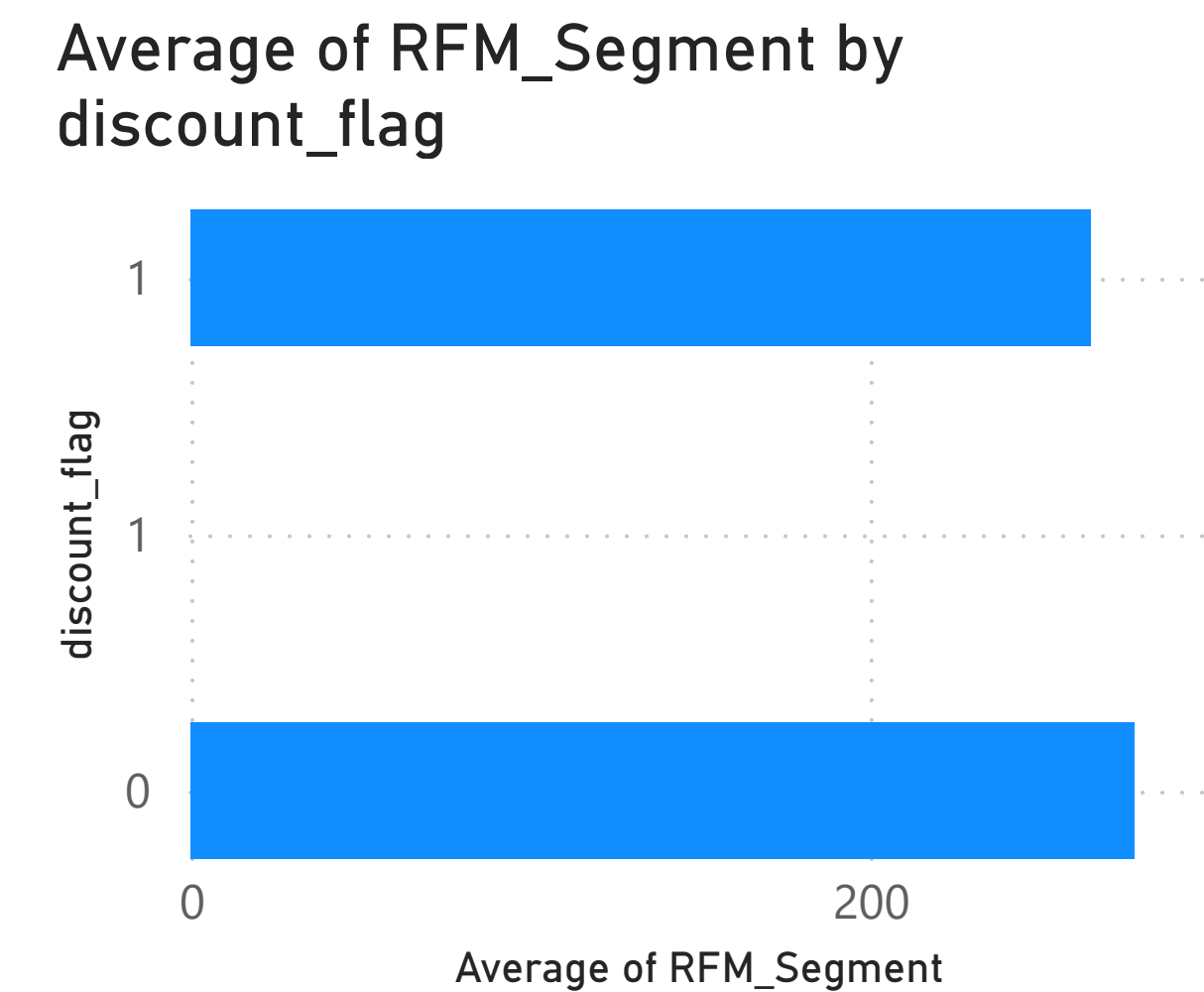
 The Dark Side of Discounts – Do Sales Hurt Long-Term Revenue? Customers acquired via discounts tend to have lower lifetime value and higher churn. Sustainable revenue requires focusing on loyal, full-price buyers rather than deep discounts.



96.10K
Count of customer_unique_id

16.01M
Sum of Monetary

96.10K
Count of churn

288.73
Average of Recency