



Customer Lifetime Value

1,448,805

QUANTITY

1,790,416.33

SPEND

5,371,248.99

LTV

1,074,249.80

LTV(Margin)

Customer Lifespan (years) :

3

%Profit Margin :

20.00%

CUST_CODE

All

PROD_CODE

All

>>Reference Time Data

2006

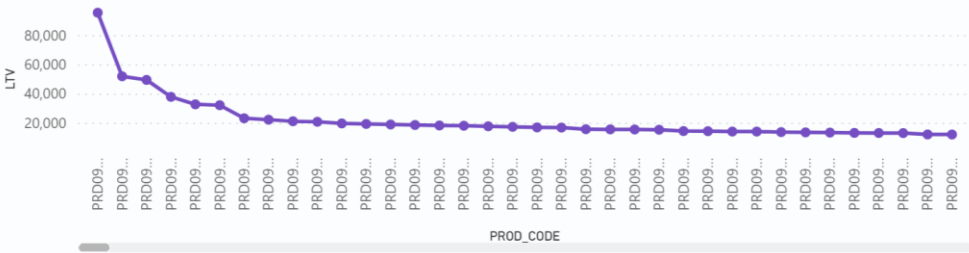
2007

2008

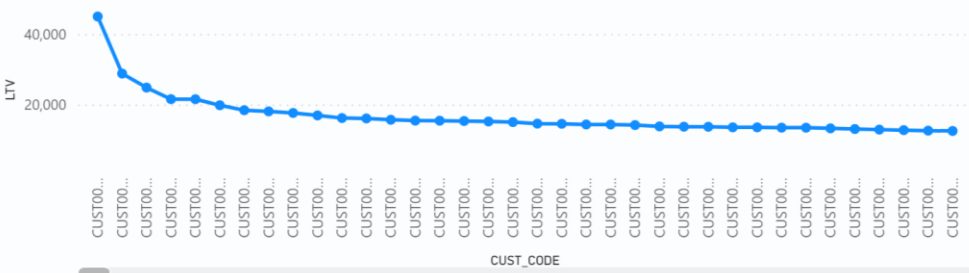
QUANTITY and SPEND by SHOP_Year



LTV by PROD_CODE



LTV by CUST_CODE



CUST_CODE	CUST_LIFE STAGE	CUST_PRICE_SENSITIVITY	Purchase Frequency Per Year	Total Purchase Value	Purchase Frequency Per Month star rating	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	OT	MM	465	2,277.48	★★★	38.75	4.90	6,832.44	1,366.49
CUST0000820750	OA	LA	445	5,020.85	★★★	37.08	11.28	15,062.55	3,012.51
CUST0000543233		LA	440	9,604.78	★★★	36.67	21.83	28,814.34	5,762.87
CUST0000540040	YA	MM	434	5,883.45	★★★	36.17	13.56	17,650.35	3,530.07
CUST0000986734		LA	411	5,365.54	★★★	34.25	13.05	16,096.62	3,219.32
CUST0000123240	YF	MM	408	14,998.11	★★★	34.00	36.76	44,984.33	8,998.87
CUST0000923669	YF	LA	393	4,792.32	★★★	32.75	12.19	14,376.96	2,875.39
CUST0000633906	OT	UM	358	5,402.70	★★★	29.83	15.09	16,208.10	3,241.62
CUST0000061502	OT	LA	352	3,782.70	★★★	29.33	10.75	11,348.10	2,269.62
CUST0000747393	OT	LA	345	3,253.26	★★★	28.75	9.43	9,759.78	1,951.96
CUST0000607180		MM	339	4,210.85	★★★	28.25	12.42	12,632.55	2,526.51
CUST0000456748	PE	LA	337	3,749.63	★★★	28.08	11.13	11,248.89	2,249.78
CUST0000367547	OT	LA	335	2,469.09	★★★	27.92	7.37	7,407.27	1,481.45
CUST0000783207	OF	LA	335	2,061.72	★★★	27.92	6.15	6,185.16	1,237.03
CUST0000372422	YF	UM	331	7,183.85	★★★	27.58	21.70	21,551.55	4,310.31
CUST0000694668	OA	UM	330	2,168.03	★★★	27.50	6.57	6,504.09	1,300.82
CUST0000124549	YF	LA	326	2,448.28	★★★	27.17	7.51	7,344.84	1,468.97
Total			819	1,790,416.33	★★★	68.25	2,186.10	5,371,248.99	1,074,249.80



>> Basket

BASKET_ID

All

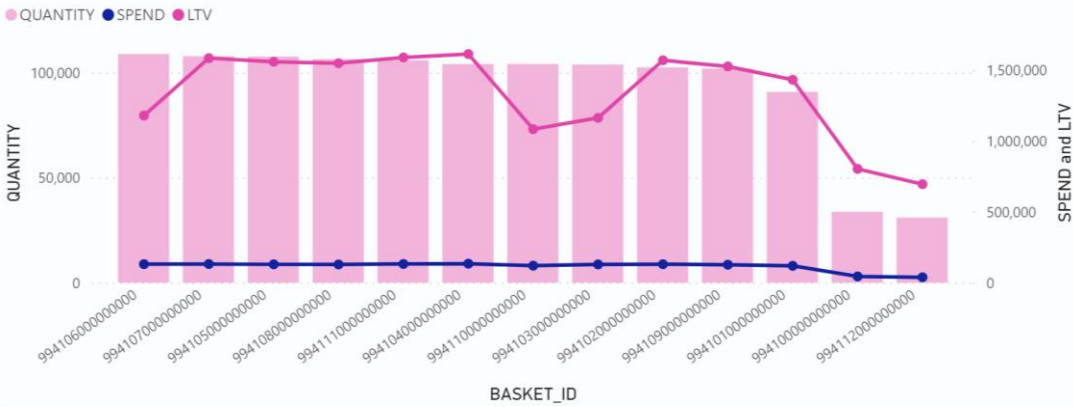
> PRICE_SENSITIVITY

- ☐ LA
☐ MM
☐ UM
☐ XX

> DOMINANT_MISSION

- ☐ Fresh
☐ Grocery
☐ Mixed
☐ Nonfood
☐ XX

QUANTITY, SPEND and LTV by BASKET_ID



BASKET	BASKET_TYPE	BASKET_SIZE	Purchase Frequency Per Year	Total Purchase Value	Purchase Frequency Per Month star rating	Purchase Frequency Per Month	Average Purchase Value	LTV	LTV(Margin)
Fresh	Full Shop	L	819	837,667.31	★★★	68.25	1,022.79	2,513,001.93	502,600.39
MM	Full Shop	L	819	438,383.43	★★★	68.25	535.27	1,315,150.29	263,030.06
9941070000000000	Full Shop	L	70	40,794.86	★★★	23.33	582.78	489,538.32	97,907.66
9941080000000000	Full Shop	L	70	39,746.78	★★★	23.33	567.81	476,961.36	95,392.27
9941120000000000	Full Shop	L	21	11,879.01	★★★	10.50	565.67	213,822.18	42,764.44
9941060000000000	Full Shop	L	70	39,066.68	★★★	17.50	558.10	351,600.12	70,320.02
9941050000000000	Full Shop	L	70	38,067.56	★★★	23.33	543.82	456,810.72	91,362.14
9941100000000000	Full Shop	L	70	37,862.58	★★★	17.50	540.89	340,763.22	68,152.64
9941110000000000	Full Shop	L	70	37,787.17	★★★	23.33	539.82	453,446.04	90,689.21
9941030000000000	Full Shop	L	70	37,232.35	★★★	17.50	531.89	335,091.15	67,018.23
9941020000000000	Full Shop	L	70	37,175.81	★★★	23.33	531.08	446,109.72	89,221.94
9941040000000000	Full Shop	L	70	36,827.69	★★★	23.33	526.11	441,932.28	88,386.46
9941090000000000	Full Shop	L	70	36,691.75	★★★	23.33	524.17	440,301.00	88,060.20
Total	Full Shop	L	819	1,790,416.33	★★★	68.25	2,186.10	5,371,248.99	1,074,249.80



>> Store

SPEND by STORE_CODE and STORE_REGION



QUANTITY by SHOP_Year and STORE_CODE

