

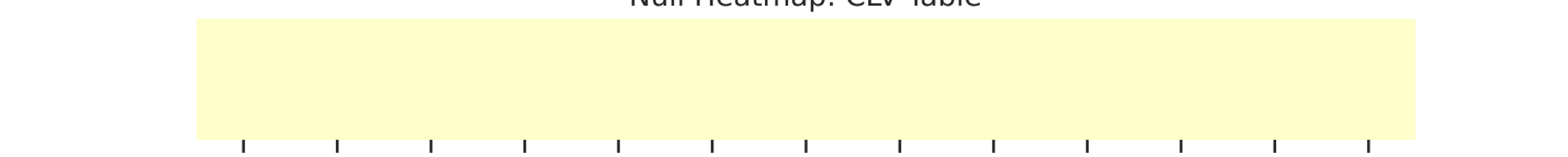
# Executive KPI Board

Total CLV (€): 5,362,169.55

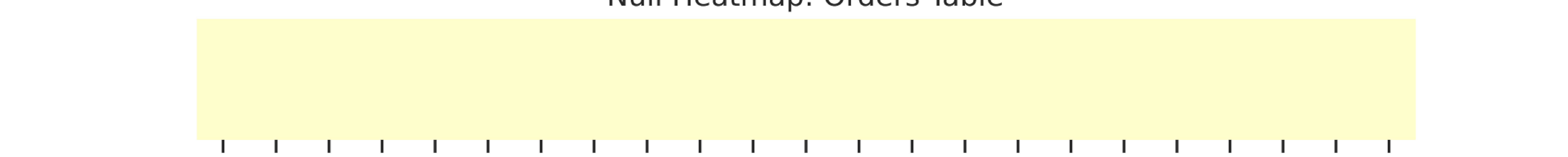
Total Annual Profit (€): 82,661.69

Customer Count: 440.00

Avg CLV Margin (%): 98.56

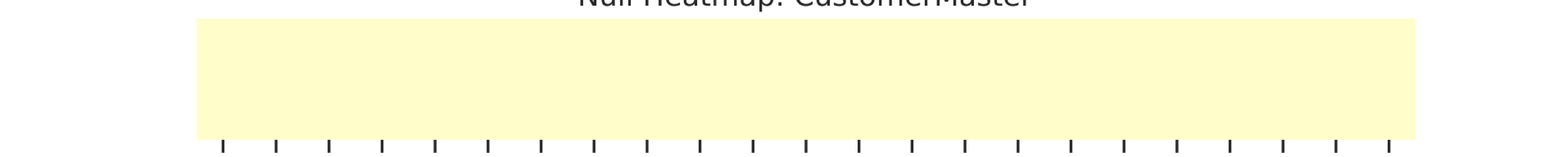


## CLV Table - column stats



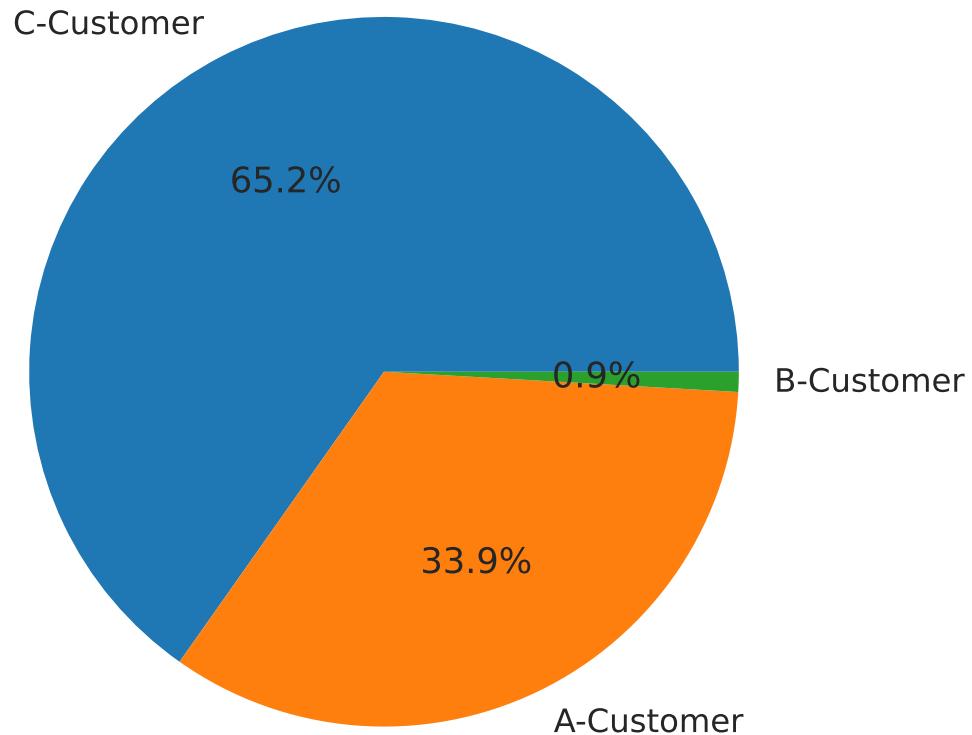
## Orders Table - column stats

	count	unique	top	freq	mean	std	min	25%	50%	75%	max
ID	14488	N14488	000001	1	nan	nan	nan	nan	nan	nan	nan
OrderID	14488	440	ST-396	54	nan	nan	nan	nan	nan	nan	nan
Segment	14488	M	Market	6843	nan	nan	nan	nan	nan	nan	nan
Category	14488	6	Fresh	6214	nan	nan	nan	nan	nan	nan	nan
Channel	14488.0	nan	6.5271	25.8560	7451755	960264	1.0	4.0	7.0	10.0	12.0
Terms	14488	3	Net-30	6474	nan	nan	nan	nan	nan	nan	nan
OrderType	14488	2	True	9571	nan	nan	nan	nan	nan	nan	nan
	14488	2	False	12876	nan	nan	nan	nan	nan	nan	nan
Amount	14488.0	nan	10609	015142	173268	360281	16.189	1.59755	34.8950	88.3851	214.25
Cost_EUR	14488.0	nan	605	4458415	5273556	921158	9.697	4.95753	20.9365	3.03258	728.55
Cost_EUR	14488.0	nan	249a09	7061358	863624	759576	25.060	5.68751	71.985	293.124	543.25
Cost_EUR	14488.0	nan	29n274	0152476	350636	059308	0.0	0.0	0.0	49.221	047.22
Cost_EUR	14488.0	nan	24n009	165246	3172856	429298	0.0	0.0	0.0	0.05	936.45
Cost_EUR	14488.0	nan	7nb88	2005269	0902B45	661892	0.07	1.65	3.73	8.14	192.43
Cost_EUR	14488.0	nan	88a35	6159348	0510593	930006	64.23	79.23	84.59	99.59	124.03
TUR	14488.0	nan	1002n3	7D9945	59990545	511583	104.36	401.11	633.111	38.2482	270.17
Ch_Pct	14488.0	nan	5n205	528056	1906039	7319182	870.111	64.265	75.5053	2.62259	985.79
Ch_Pct	14488.0	nan	-31n694	8566528	5072039	200833	1481.8	-48.12	17.575	4.22	34.57
Revenue_Pct	14488.0	nan	131n6	9408550	5045932	200833	657457	499998	999999	148.12	1581.8
Category	14488	4	Loss	9358	nan	nan	nan	nan	nan	nan	nan
RePrice	14488	2	True	10080	nan	nan	nan	nan	nan	nan	nan
ReuceCost	14488	2	True	10985	nan	nan	nan	nan	nan	nan	nan
NewCustomer	14488	2	True	10985	nan	nan	nan	nan	nan	nan	nan

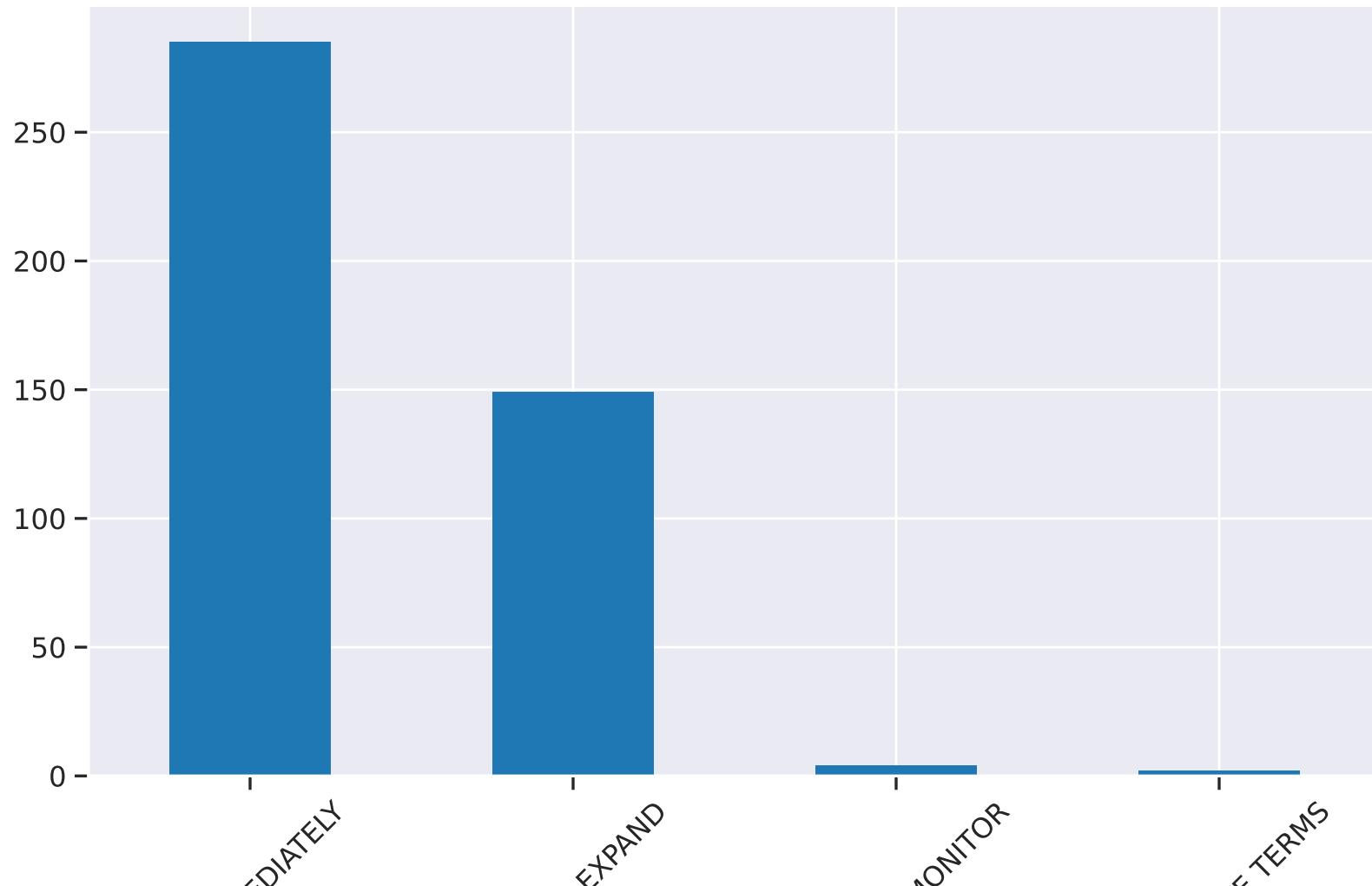




### Customer Count by CLV Segment



Count by Recommended Action



## Top 10 by CLV

	CustomerID	CustomerName	CustomerSegment	AnnualProfit	OrderCount	ExpectedLifetime	AcquisitionCost	CLV_EUR	CLV_NPV	PaybackMonth	MarginCLV	CLV_Percent	RecommendedAction
Martinez & Ferrell	CUST-086	Smith PLC	Enterprise	50897.08	12	12.0	100000	0764.960	0764.960	0.076496	98.360	CLV > 5x	EXPAND
	CUST-054	John Obrier	Enterprise	38105.54	15	12.0	100004	7266.484	7266.484	0.726648	97.810	CLV > 5x	EXPAND
	CUST-087	Ferrell & Lewis	Enterprise	36076.35	14	12.0	100004	22916.24	22916.24	2.29162	97.090	CLV > 5x	EXPAND
	CUST-061	Powell LLC	Enterprise	34272.07	15	12.0	100000	1264.840	1264.840	0.126484	97.570	CLV > 5x	EXPAND
	CUST-334	Davis PLC	Enterprise	30603.94	15	12.0	100005	7247.285	7247.285	0.724728	97.280	CLV > 5x	EXPAND
	CUST-112	Martinez	Enterprise	27940.76	18	12.0	100002	5289.122	5289.122	0.528912	97.020	CLV > 5x	EXPAND
	CUST-066	Ton-Chase	Enterprise	26532.21	12	12.0	100000	8386.308	8886.200	0.000003	96.860	CLV > 5x	EXPAND
	CUST-252	Costa	Enterprise	25901.88	16	12.0	100000	0822.580	0822.580	0.082256	96.780	CLV > 5x	EXPAND
	CUST-024	ales-Jones	Enterprise	23360.69	16	12.0	100007	0328.287	0328.287	0.032828	96.430	CLV > 5x	EXPAND
	Washington, Ryan	Cumming	Enterprise	21909.31	12	12.0	1250	91100000	90000000	0.90100000	96.020	CLV > 5x	EXPAND

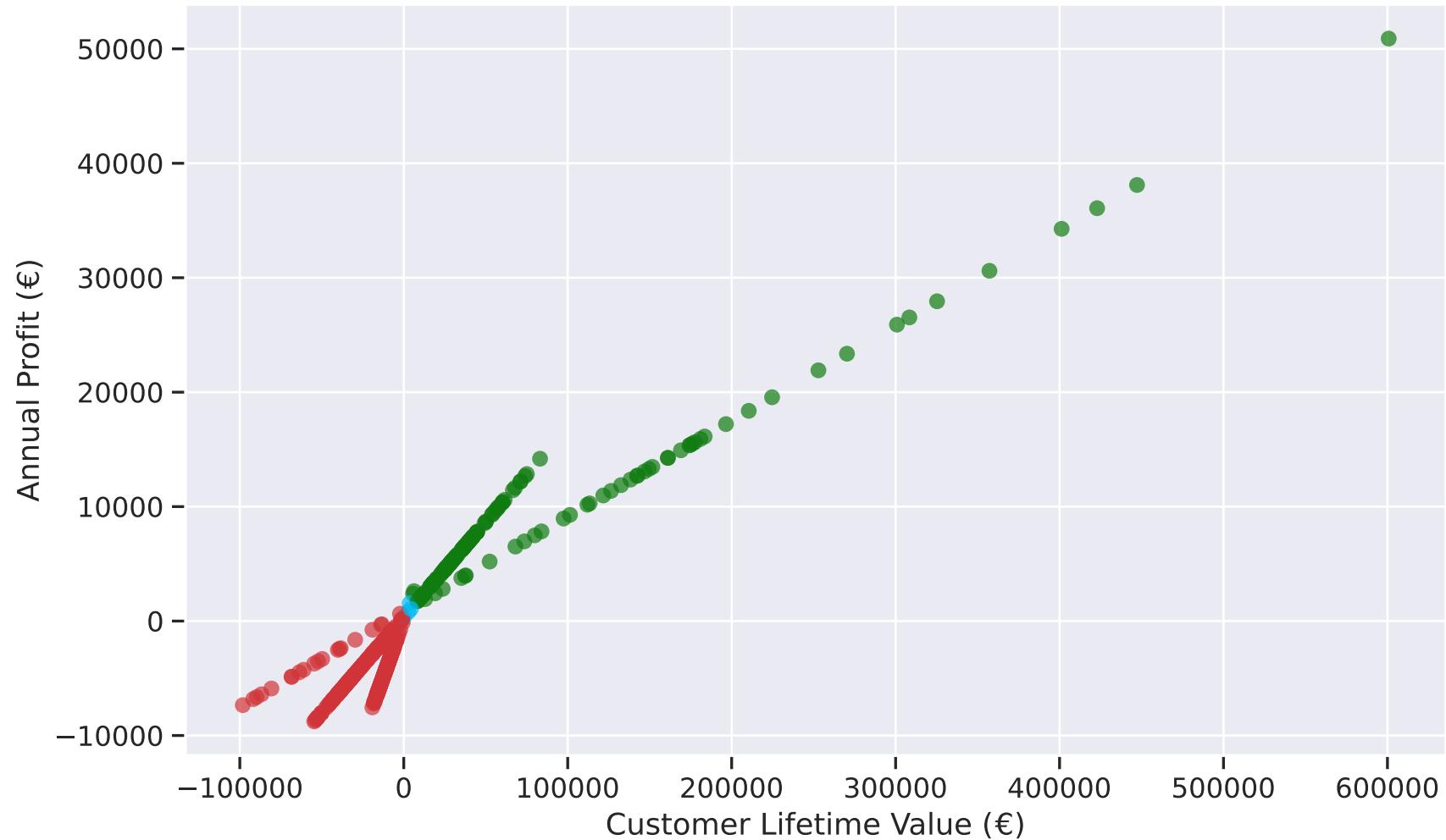
## Bottom 10 by CLV

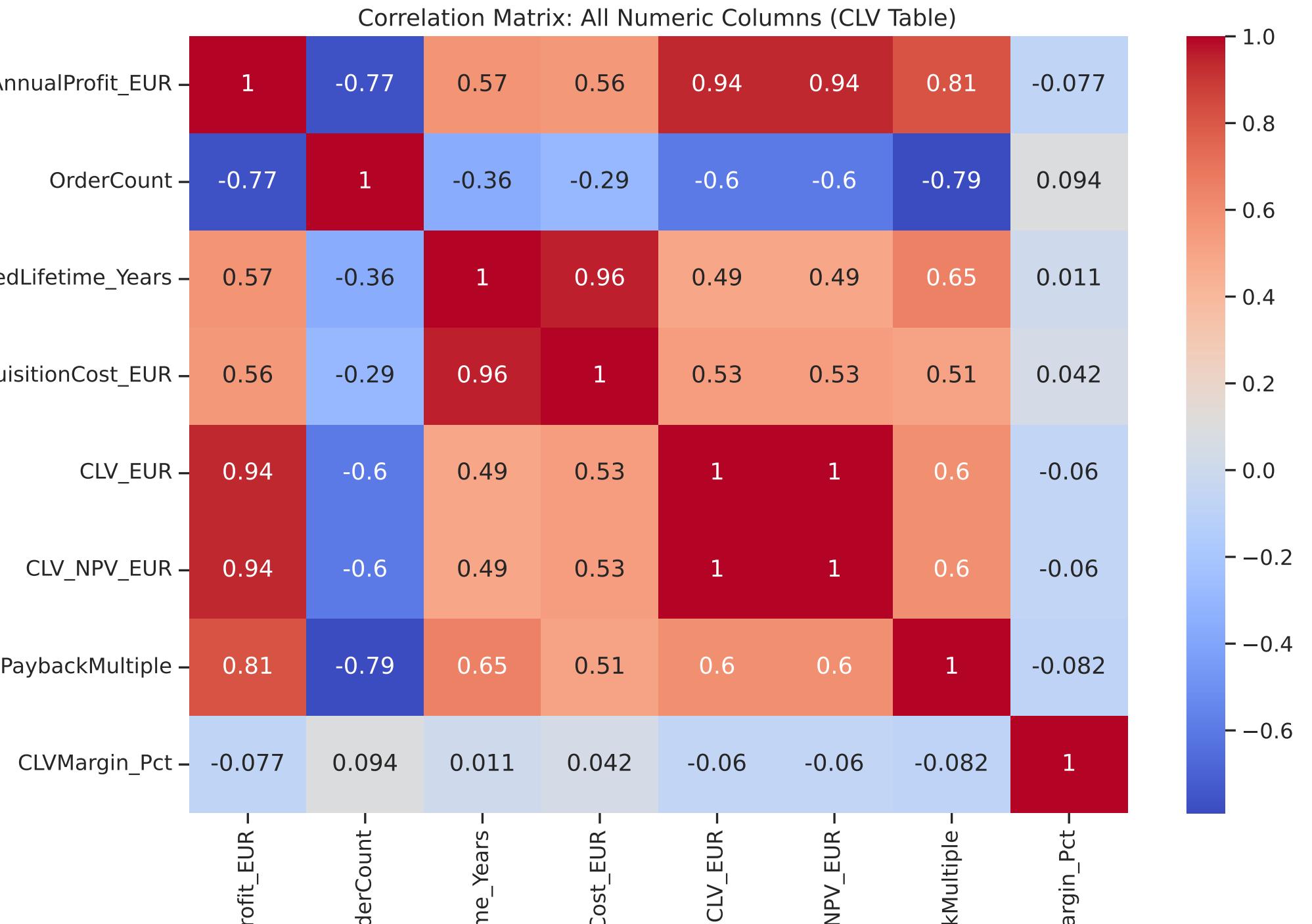
## Top 10 by Profit

CustomerID	CustomerName	CustomerSegment	AnnualProfit	OrderCount	ExpectedLifetime	AcquisitionCost	CLV_EUR	CLV_NPV	PaybackMonth	MarginCLV	CLV_Percent	RecommendedAction	
CUST-0865	Mith PLC	Enterprise	50897.08	12	12.0	100000	0764.960	0764.960	0.076496	98.360	CLV > 50%	EXPAND	
Martie	US-0548	and Obrier	Enterprise	38105.54	15	12.0	100004	7266.484	7266.484	0.726648	97.810	CLV > 50%	EXPAND
	US-0547	Ferre	Enterprise	36076.35	14	12.0	100004	22916.24	22916.24	0.229162	97.090	CLV > 50%	EXPAND
	CUST-0612	Powell LLC	Enterprise	34272.07	15	12.0	100000	1264.840	1264.840	0.126484	97.570	CLV > 50%	EXPAND
	CUST-3340	Davis PLC	Enterprise	30603.94	15	12.0	100005	7247.285	7247.285	0.724728	97.280	CLV > 50%	EXPAND
	CUST-1012	Martine	Enterprise	27940.76	18	12.0	100002	5289.122	5289.122	0.528912	97.020	CLV > 50%	EXPAND
	CUST-0661	Ton-Chase	Enterprise	26532.21	12	12.0	100000	8386.308	8886.200	0.000003	96.860	CLV > 50%	EXPAND
	CUST-0252	Graham	Enterprise	25901.88	16	12.0	100000	0822.580	0822.580	0.082256	96.780	CLV > 50%	EXPAND
	CUST-0046	ales-Jone	Enterprise	23360.69	16	12.0	100007	0328.287	0328.287	0.032828	96.430	CLV > 50%	EXPAND
	Washington, Ry	US-0057	Cumming	21909.31	12	12.50	91100000	90000000	0.90100000	0.000003	96.020	CLV > 50%	EXPAND

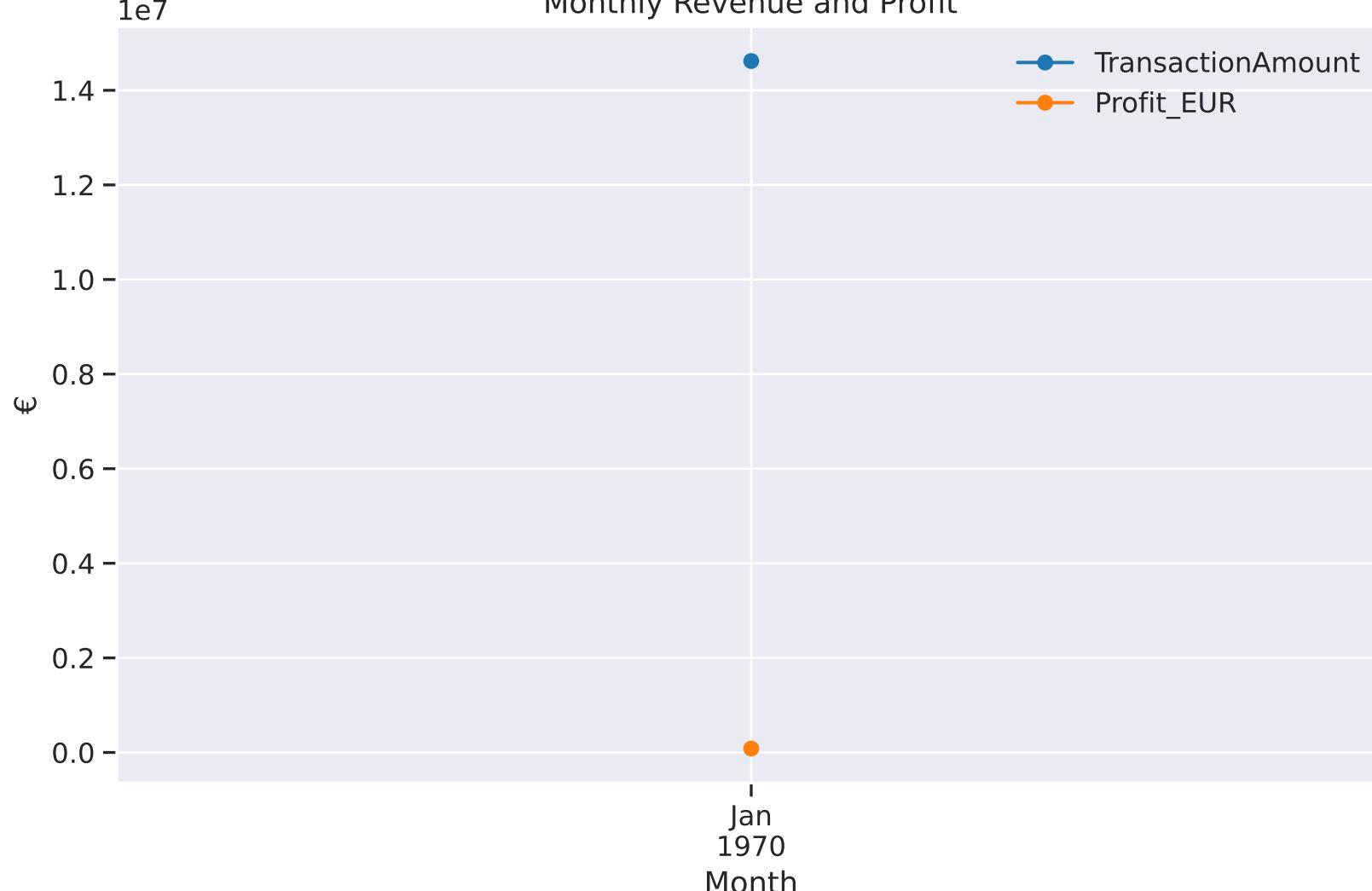
## Bottom 10 by Profit

Annual Profit vs CLV by Customer (colored by Segment)

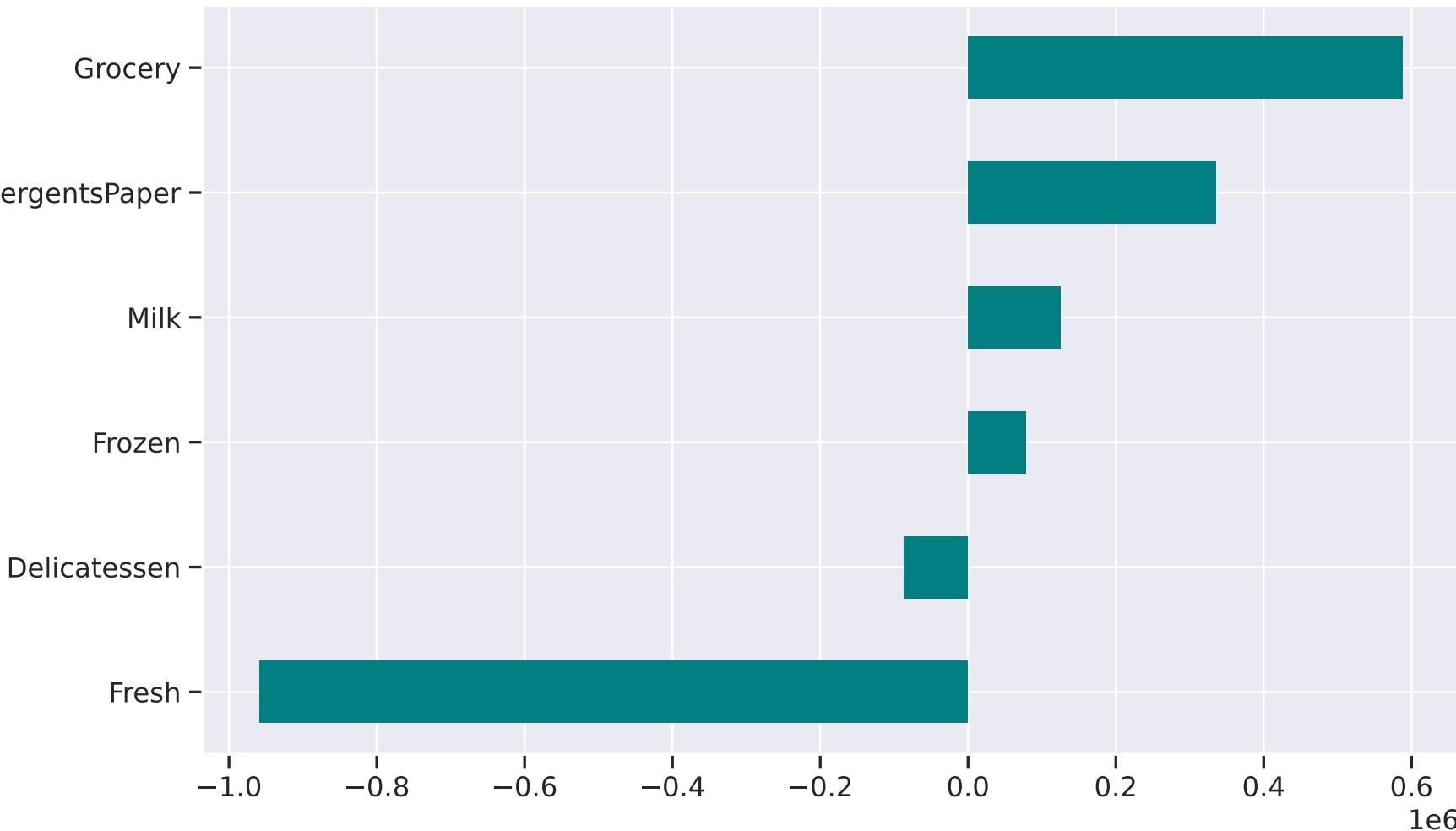




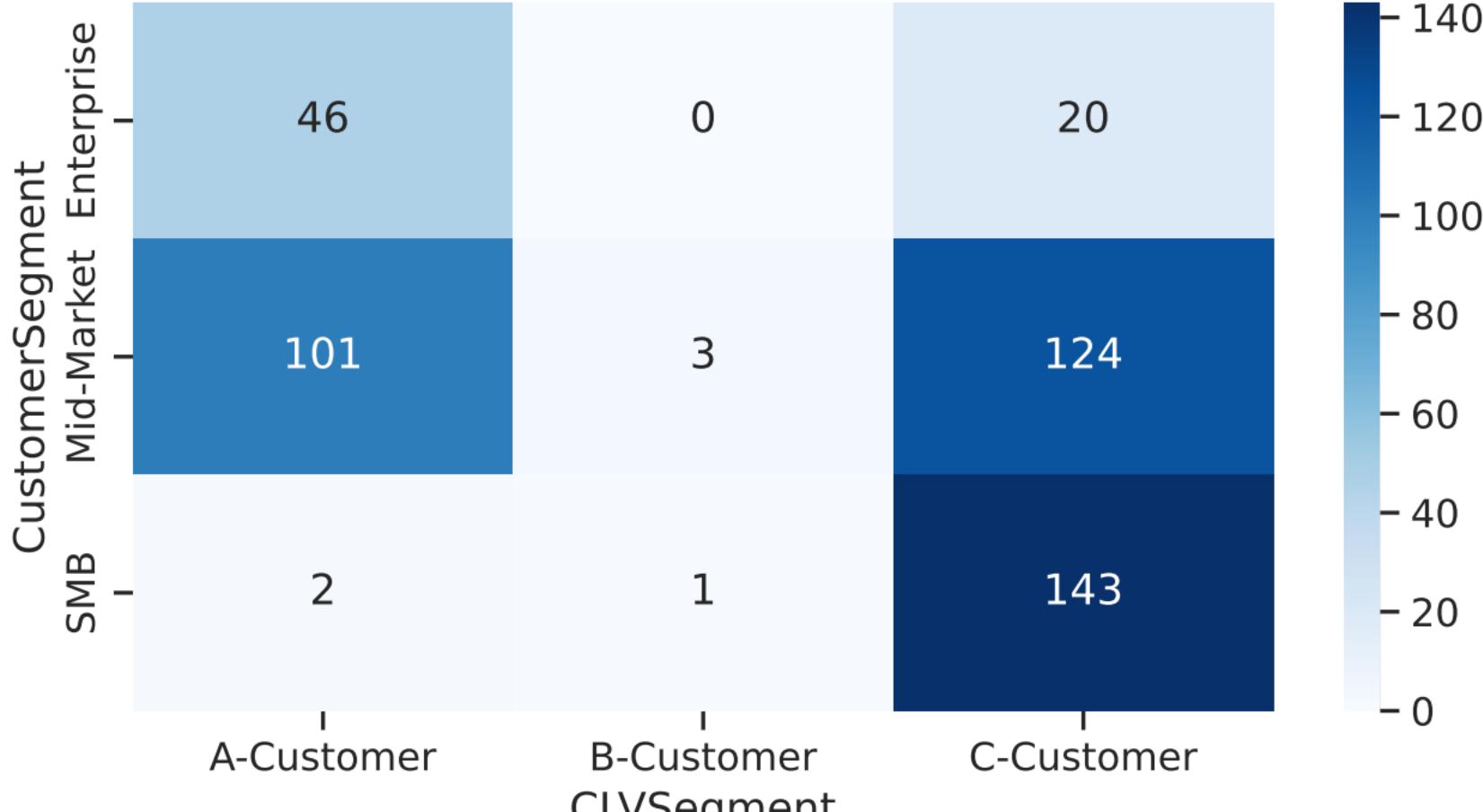
## Monthly Revenue and Profit



### Total Profit by Product Category

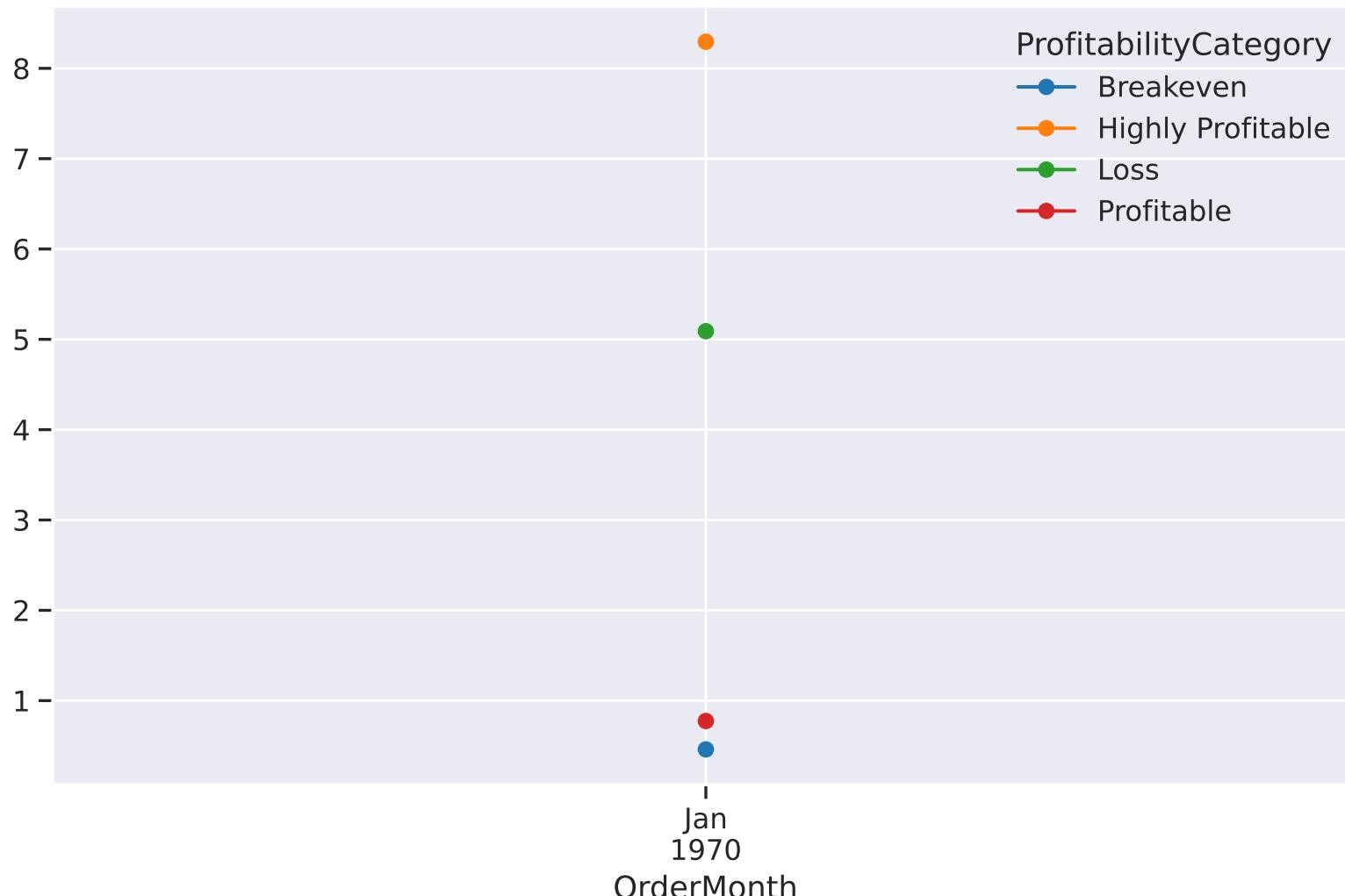


## Segment Cross Tab: CustomerSegment x CLVSegment



1e6

## Transaction Volume by Profitability Category (Monthly)



## **B2B Profitability Analysis - Python AutoViz Report**

- Data checked and visualized from source-of-truth csvs.
- All BI calculations, segmentations, and correlations auto-generated.
- If you see this PDF, your pipeline and data integrity are robust!

EOF.