

Executive KPI Board

Total CLV (€): 5,362,169.55

Total Annual Profit (€): 82,661.69

Customer Count: 440.00

Avg CLV Margin (%): 98.56

Non-Healthmap: CLE table

CLV Table - column stats

	count	unique	top	freq	mean	std	min	25%	50%	75%	max
ID	440	440	UST-001	1	nan	nan	nan	nan	nan	nan	nan
name	440	436	Davies and Sons	2	nan	nan	nan	nan	nan	nan	nan
segment	440	MB	Market	228	nan	nan	nan	nan	nan	nan	nan
Cost_EUR	440.0	nan	187.86	747624	588729	8742798	759999	999999	999999	0000050	897.08
Age	440.0	nan	32.92	723808	952293	295751	12.0	16.0	36.0	45.25	54.0
lifetime_Years	440.0	nan	5.738	638368	836365	469124	2.5	2.5	6.0	6.0	12.0
Cost_EUR	440.0	nan	2635	989999	509099	476927	300.0	300.0	2000.0	2000.01	0000.0
Cost_EUR	440.0	nan	12186	747624	588729	8742798	759999	999999	999999	0000050	897.08
Cost_EUR	440.0	nan	12186	747624	588729	8742798	759999	999999	999999	0000050	897.08
Multiple	440.0	nan	-10.621	124759	918287	897086	0.0	0.0	0.0	0.0	0.0
Pct	440.0	nan	98.56	256686	363636	769506	469999	999999	999999	105.815	397.17
nt	440	C-G	Customer	287	nan	nan	nan	nan	nan	nan	nan
dedAction	440	EXT IMMEDIATELY		285	nan	nan	nan	nan	nan	nan	nan

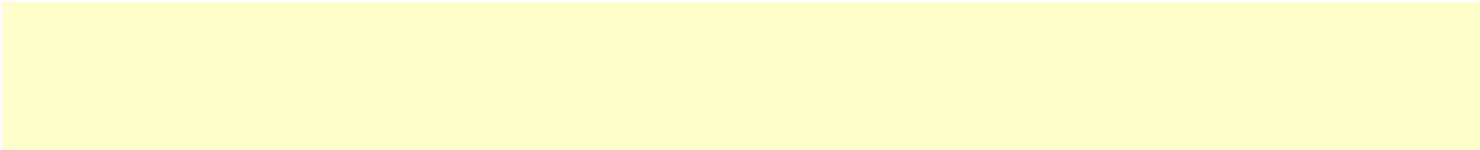
Non-heatmap: Orders table

id	customer_id	product_id	quantity	price	status	created_at	updated_at
1	1	1	2	10.00	completed	2023-01-01 10:00:00	2023-01-01 10:00:00
2	1	2	1	20.00	completed	2023-01-01 10:05:00	2023-01-01 10:05:00
3	2	1	1	10.00	pending	2023-01-01 11:00:00	2023-01-01 11:00:00
4	2	3	1	15.00	pending	2023-01-01 11:05:00	2023-01-01 11:05:00
5	3	2	2	20.00	completed	2023-01-01 12:00:00	2023-01-01 12:00:00
6	3	4	1	30.00	completed	2023-01-01 12:05:00	2023-01-01 12:05:00
7	4	1	1	10.00	pending	2023-01-01 13:00:00	2023-01-01 13:00:00
8	4	2	1	20.00	pending	2023-01-01 13:05:00	2023-01-01 13:05:00
9	5	3	1	15.00	completed	2023-01-01 14:00:00	2023-01-01 14:00:00
10	5	4	1	30.00	completed	2023-01-01 14:05:00	2023-01-01 14:05:00
11	6	1	1	10.00	pending	2023-01-01 15:00:00	2023-01-01 15:00:00
12	6	2	1	20.00	pending	2023-01-01 15:05:00	2023-01-01 15:05:00
13	7	3	1	15.00	completed	2023-01-01 16:00:00	2023-01-01 16:00:00
14	7	4	1	30.00	completed	2023-01-01 16:05:00	2023-01-01 16:05:00
15	8	1	1	10.00	pending	2023-01-01 17:00:00	2023-01-01 17:00:00
16	8	2	1	20.00	pending	2023-01-01 17:05:00	2023-01-01 17:05:00
17	9	3	1	15.00	completed	2023-01-01 18:00:00	2023-01-01 18:00:00
18	9	4	1	30.00	completed	2023-01-01 18:05:00	2023-01-01 18:05:00
19	10	1	1	10.00	pending	2023-01-01 19:00:00	2023-01-01 19:00:00
20	10	2	1	20.00	pending	2023-01-01 19:05:00	2023-01-01 19:05:00
21	11	3	1	15.00	completed	2023-01-01 20:00:00	2023-01-01 20:00:00
22	11	4	1	30.00	completed	2023-01-01 20:05:00	2023-01-01 20:05:00
23	12	1	1	10.00	pending	2023-01-01 21:00:00	2023-01-01 21:00:00
24	12	2	1	20.00	pending	2023-01-01 21:05:00	2023-01-01 21:05:00
25	13	3	1	15.00	completed	2023-01-01 22:00:00	2023-01-01 22:00:00
26	13	4	1	30.00	completed	2023-01-01 22:05:00	2023-01-01 22:05:00
27	14	1	1	10.00	pending	2023-01-01 23:00:00	2023-01-01 23:00:00
28	14	2	1	20.00	pending	2023-01-01 23:05:00	2023-01-01 23:05:00
29	15	3	1	15.00	completed	2023-01-02 00:00:00	2023-01-02 00:00:00
30	15	4	1	30.00	completed	2023-01-02 00:05:00	2023-01-02 00:05:00

Orders Table - column stats

	count	unique	top	freq	mean	std	min	25%	50%	75%	max
ID	14488	14488	000001	1	nan	nan	nan	nan	nan	nan	nan
OrderID	14488	4400	ST-396	54	nan	nan	nan	nan	nan	nan	nan
Segment	14488	3	Mid-Market	6843	nan	nan	nan	nan	nan	nan	nan
Category	14488	6	Fresh	6214	nan	nan	nan	nan	nan	nan	nan
UnitPrice	14488.0	nan	6.5271	258560	943175	960264	1.0	4.0	7.0	10.0	12.0
Discount	14488	3	Net-30	6474	nan	nan	nan	nan	nan	nan	nan
ShipVia	14488	2	True	9571	nan	nan	nan	nan	nan	nan	nan
ShipDate	14488	2	False	12876	nan	nan	nan	nan	nan	nan	nan
FreightAmount	14488.0	nan	1009	075442	517326	860281	16.189	1.59755	34.8910	88.3851	214.25
ProductID	14488.0	nan	605	445815	527355	921158	9.697	4.95753	20.9365	3.03258	728.55
UnitCost	14488.0	nan	24909	70885	886492	759576	25.050	5.68751	71.985	293.124	543.25
UnitPrice	14488.0	nan	29274	015827	250636	059308	0.0	0.0	0.0	49.221	1047.22
UnitPrice	14488.0	nan	24909	166246	317285	429298	0.0	0.0	0.0	0.05	936.45
UnitPrice	14488.0	nan	71158	210588	090345	561892	0.07	1.65	3.73	8.14	192.43
UnitPrice	14488.0	nan	8335	615345	050793	930006	64.23	79.23	84.59	99.59	124.03
UnitPrice	14488.0	nan	1003	710918	990525	511583	104.36	401.11	633.111	38.2482	270.17
UnitPrice	14488.0	nan	5705	52805	491609	731918	870.111	64.265	75.5053	2.62259	985.79
UnitPrice	14488.0	nan	-31694	85658	850209	200833	1481.8	-48.12	17.575	4.22	34.57
UnitPrice	14488.0	nan	1316	94658	504572	200833	557457	499999	999999	148.12	1581.8
UnitPrice	14488	4	Loss	9358	nan	nan	nan	nan	nan	nan	nan
UnitPrice	14488	2	True	10080	nan	nan	nan	nan	nan	nan	nan
UnitPrice	14488	2	True	10985	nan	nan	nan	nan	nan	nan	nan
UnitPrice	14488	2	True	10985	nan	nan	nan	nan	nan	nan	nan

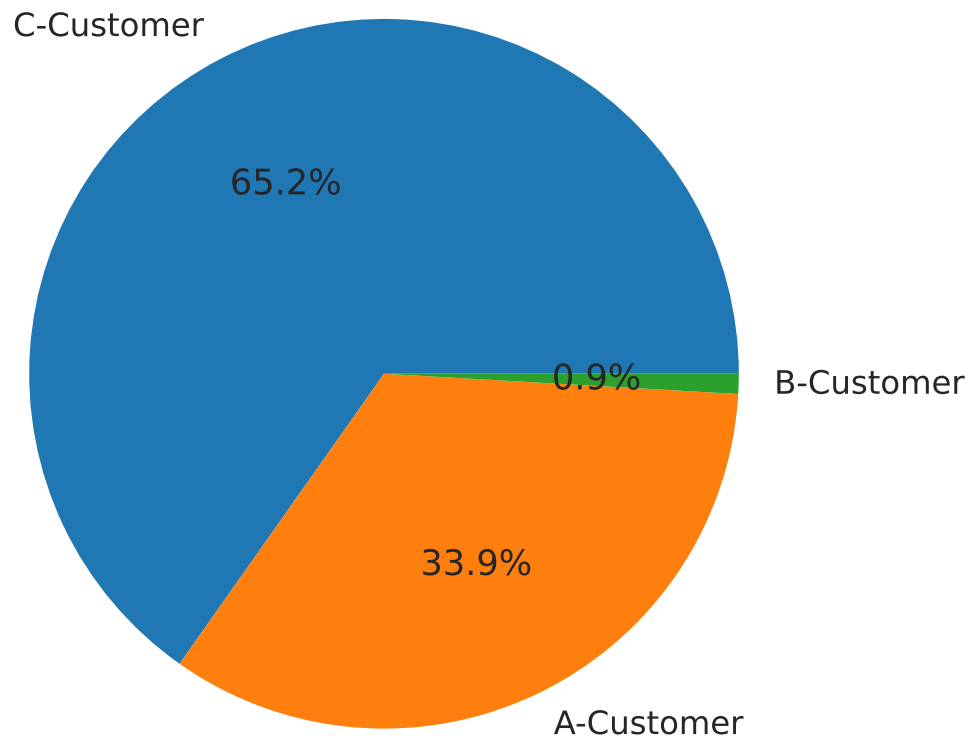
Non-Heapmap: Customer Master



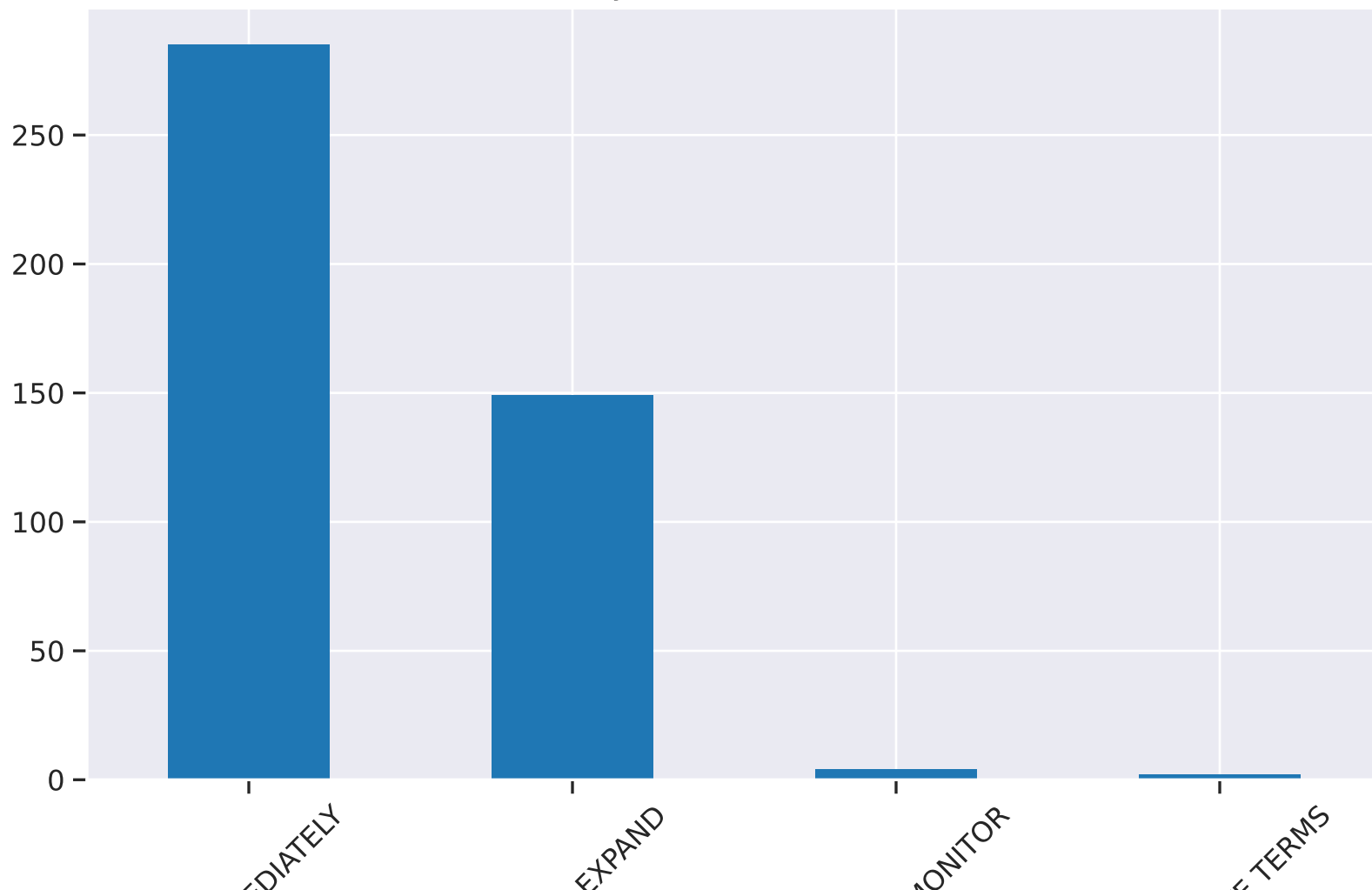
CustomerMaster - column stats

	count	unique	top	freq	mean	std	min	25%	50%	75%	max
	440	440	UST-001	1	nan	nan	nan	nan	nan	nan	nan
	440	436	Davies and Sons	2	nan	nan	nan	nan	nan	nan	nan
	440.0	nan	1.3227	0.45805	155.928	911375	1.0	1.0	1.0	2.0	2.0
	440	2	HORECA	298	nan	nan	nan	nan	nan	nan	nan
	440.0	nan	2.543	181887	7812828	492301	1.0	2.0	3.0	3.0	3.0
	440	Other 3	Regions	316	nan	nan	nan	nan	nan	nan	nan
	440.0	nan	12000	212627	322855	076892	3.03	127.75	8504.06	933.751	2151.0
	440.0	nan	5796	265989	390909	570841	55.0	1533.0	3627.07	190.257	3498.0
ing	440.0	nan	7951	279582	1522823	994344	3.0	2153.0	4755.50	655.759	2780.0
g	440.0	nan	3071	934814	681818	592366	25.0	742.25	1526.03	554.256	0869.0
erSpending	440.0	nan	28814	934818	851817	904201	3.0	256.75	816.5	3922.04	0827.0
ending	440.0	nan	15248	702626	154595	869397	3.0	408.25	965.51	820.254	7943.0
	440.0	nan	3226	12625	863636	992518	904.07	448.752	7492.04	1307.59	9891.0
	440	MB	Market	228	nan	nan	nan	nan	nan	nan	nan
	440	3	Net-30	196	nan	nan	nan	nan	nan	nan	nan
onth	440.0	nan	3.0966	518675	943596	2583675	20.9495	870.222	654188	2308741	147811
e	440.0	nan	5.8136	361676	263635	189608	2.5	4.2	6.3	7.1	9.0
rs	HORECA - 440	ed freq 9	Net-30	79	nan	nan	nan	nan	nan	nan	nan
s	440	2	True	247	nan	nan	nan	nan	nan	nan	nan
	440.0	nan	7328	020502	080902	970037	366.0	543.75	740.0	927.25	1094.0
	440	2023	-07-30	5	nan	nan	nan	nan	nan	nan	nan
	440	25	REP-08	26	nan	nan	nan	nan	nan	nan	nan
	440	STANDARD		284	nan	nan	nan	nan	nan	nan	nan

Customer Count by CLV Segment



Count by Recommended Action



Top 10 by CLV

Customer ID		Customer Name	Customer Segment	Annual Profit	Order Count	Expected Lifetime	Acquisition Cost	CLV_EUR	CLV_NPV	Payback Mult	CLV Margin	CLV Score	Recommended Action
Martinez, R	CUST-086	Smith PLC	Enterprise	50897.08	12	12.0	100060	0764.960	0764.960	0.076496	98.360	100000000	EXPAND
	CUST-048	Johnson and Obrien	Enterprise	38105.54	15	12.0	100004	7266.484	7266.484	0.726648	97.810	100000000	EXPAND
Ferreira, J	CUST-087	Wong and Lewis	Enterprise	36076.35	14	12.0	100004	22916.24	22916.24	2.29162	97.690	100000000	EXPAND
	CUST-062	Powell LLC	Enterprise	34272.07	15	12.0	100000	1264.840	1264.840	0.126484	97.570	100000000	EXPAND
Graham, S	CUST-334	Davis PLC	Enterprise	30603.94	15	12.0	100005	7247.285	7247.285	0.724728	97.280	100000000	EXPAND
	CUST-212	Ng-Martinez	Enterprise	27940.76	18	12.0	100002	5289.132	5289.132	0.528912	97.020	100000000	EXPAND
Washington, R	CUST-106	Mon-Chase	Enterprise	26532.21	12	12.0	100000	8386.308	8386.308	0.838630	96.860	100000000	EXPAND
	CUST-252	Ng and Costa	Enterprise	25901.88	16	12.0	100000	0822.580	0822.580	0.082256	96.780	100000000	EXPAND
	CUST-102	Wales-Jones	Enterprise	23360.69	16	12.0	100007	0328.287	0328.287	0.032828	96.430	100000000	EXPAND
Washington, R	CUST-057	Cummings	Enterprise	21909.31	12	12.0	91100000	00000000	00000000	0.000000	96.420	100000000	EXPAND

Bottom 10 by CLV

Customer ID	Customer Name	Customer Segment	Annual Profit	Orders	Expected Lifetime	Acquisition Cost	CLV_EUR	CLV_NPV	Payback Months	CLV Margin	CLV Score	Recommended Action
Garcia, Carlos	UST-1254	Jenkins Enterprise	7348.04	50	12.0	100009	8176.489	8176.489	.817648	111.34	EXT5MM	MEDIATELY
Walker, Hector	UST-1240	and Baker Enterprise	6818.92	52	12.0	100009	1827.049	1827.049	.182704	112.22	EXT5MM	MEDIATELY
	UST-177	Curry Inc Enterprise	6647.19	49	12.0	100008	9766.288	9766.288	.976628	112.54	EXT5MM	MEDIATELY
Austin, Stacy	UST-383	Johnson Enterprise	6398.52	52	12.0	100008	6782.248	6782.248	.678224	113.02	EXT5MM	MEDIATELY
	UST-203	son-Beard Enterprise	5894.52	49	12.0	100009	9999999	9999999	.999999	114.14	EXT5MM	MEDIATELY
	UST-260	Jimenez Enterprise	4873.02	48	12.0	100009	9999999	9999999	.999999	117.14	EXT5MM	MEDIATELY
Snyder, Cadence	UST-630	Callahan Enterprise	4861.58	38	12.0	100009	9999999	9999999	.999999	117.14	EXT5MM	MEDIATELY
	UST-142	Riggs PLC Enterprise	4475.87	32	12.0	100006	3710.446	3710.446	.371044	118.62	EXT5MM	MEDIATELY
	UST-125	Smith-Frost Enterprise	4258.66	33	12.0	100009	9999999	9999999	.999999	119.57	EXT5MM	MEDIATELY
Romero, Gonzalo	UST-240	and Brooks Enterprise	3720.16	38	12.0	100005	4641.925	4641.925	.464192	122.40	EXT5MM	MEDIATELY

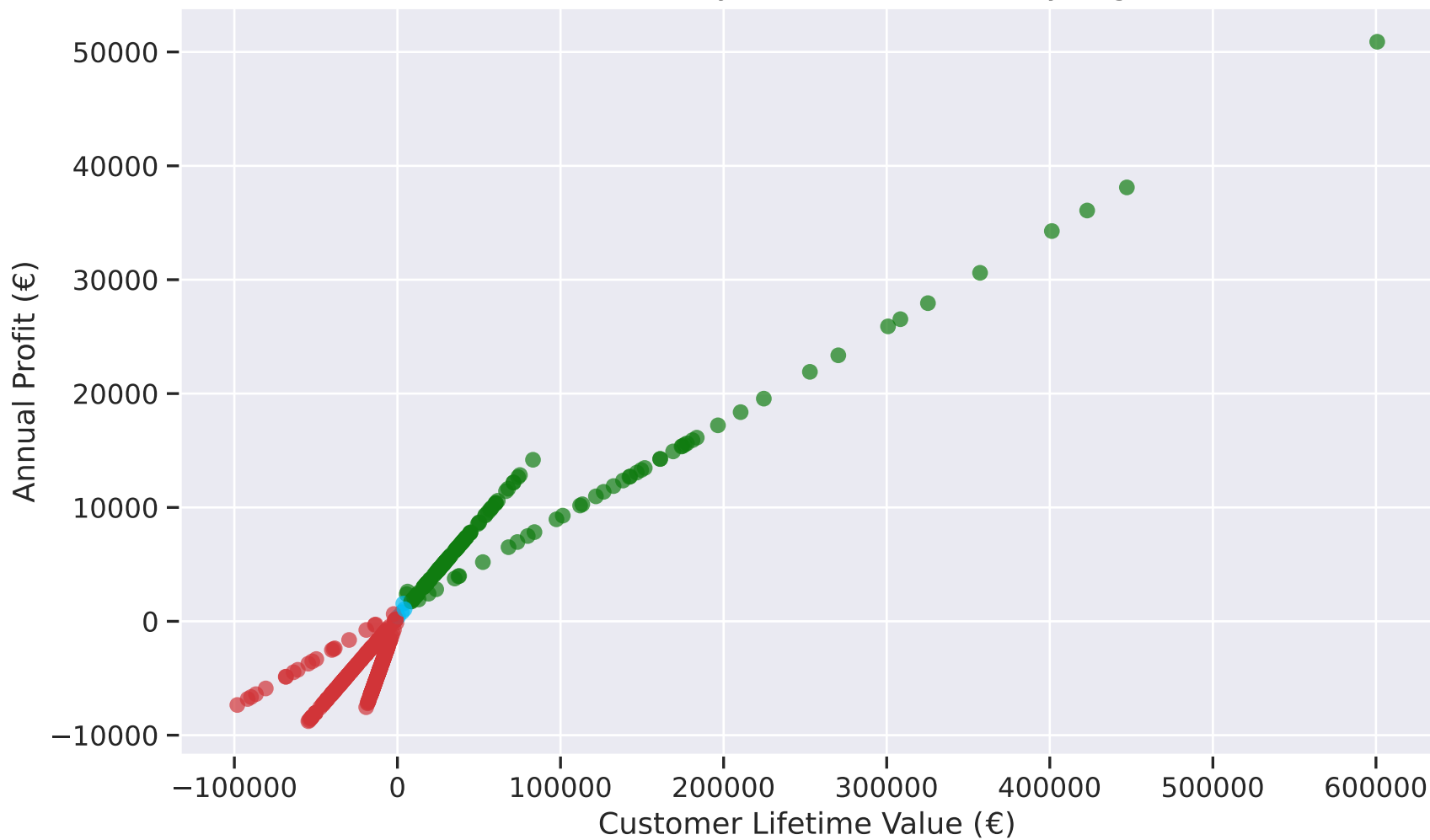
Top 10 by Profit

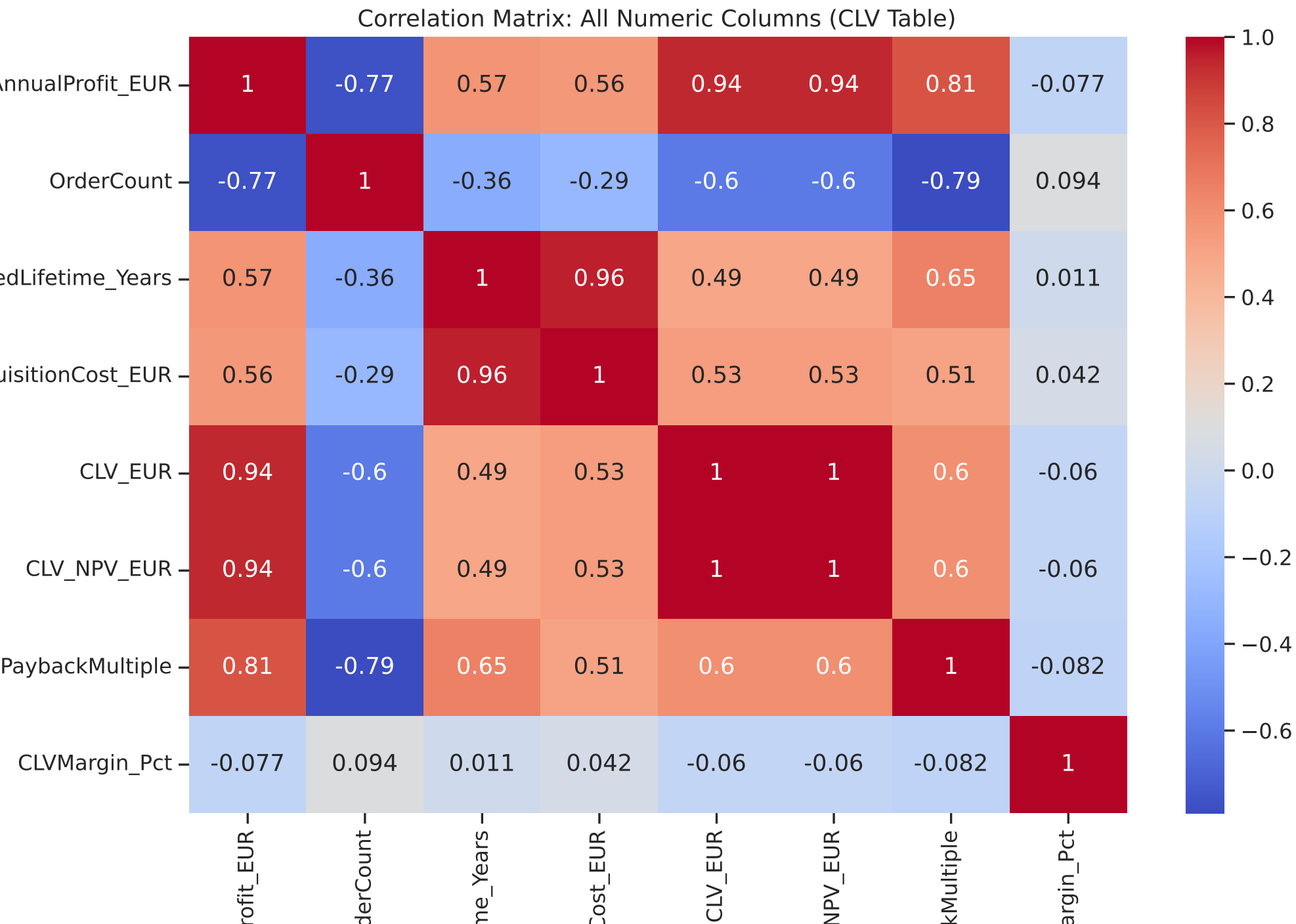
	Customer ID	Customer Name	Customer Type	Annual Profit	Orders	Expected Lifetime	Acquisition Cost	CLV_EUR	CLV_NPV	PaybackMult	CLV_Margin	CLV_Score	Recommended Action
Martinez, R	CUST-086	Smith PLC	Enterprise	50897.08	12	12.0	100060	0764.960	0764.960	0.076496	98.360	0.875576	EXPAND
	CUST-048	Lee and Obrien	Enterprise	38105.54	15	12.0	100004	7266.484	7266.484	0.726648	97.810	0.875576	EXPAND
Ferreira, J	CUST-087	Ward and Lewis	Enterprise	36076.35	14	12.0	100004	22916.24	22916.24	2.29162	97.690	0.875576	EXPAND
	CUST-062	Powell LLC	Enterprise	34272.07	15	12.0	100000	1264.840	1264.840	0.126484	97.570	0.875576	EXPAND
Graham, S	CUST-334	Davis PLC	Enterprise	30603.94	15	12.0	100005	7247.285	7247.285	0.724728	97.280	0.875576	EXPAND
	CUST-212	Ng-Martinez	Enterprise	27940.76	18	12.0	100002	5289.132	5289.132	0.528912	97.020	0.875576	EXPAND
Washington, R	CUST-066	Mon-Chase	Enterprise	26532.21	12	12.0	100080	8386.308	8386.308	0.838630	96.860	0.875576	EXPAND
	CUST-252	Lee and Costa	Enterprise	25901.88	16	12.0	100090	0822.580	0822.580	0.082256	96.780	0.875576	EXPAND
	CUST-024	Wales-Jones	Enterprise	23360.69	16	12.0	100007	0328.287	0328.287	0.032828	96.430	0.875576	EXPAND
	CUST-057	Cummings	Enterprise	21909.31	12	12.0	91100000	00000000	00000000	0.000000	96.420	0.875576	EXPAND

Bottom 10 by Profit

Customer		Customer	Customer	Customer	Annual	Profit	Order	Expected	Lifetime	Acquisition	Cost	CLV_EUR	CLV_NPV	Payback	Multi	Margin	CLV Score	Recommended	Action
Schmidt, Harold	UST-263	Rez-Dudley	Mid-Market	-8769.05	49	6.0	2000	54614.3	54614.32	7.30715	103.80	EXT	5MM	MEDIATELY					
	UST-150	Stewart	Mid-Market	-8575.00	50	6.0	2000	53120.60	53120.60	26.6434	103.84	EXT	5MM	MEDIATELY					
	UST-208	and Sons	Mid-Market	-8547.8	48	6.0	2000	53286.8	53286.8	26.6434	103.90	EXT	5MM	MEDIATELY					
Clark, Gustave	UST-232	and Moore	Mid-Market	-8520.71	46	6.0	2000	53124.26	53124.26	26.56213	103.91	EXT	5MM	MEDIATELY					
James, Stewart	UST-290	and Higgins	Mid-Market	-8416.97	37	6.0	2000	50120.99	50120.99	26.25091	103.96	EXT	5MM	MEDIATELY					
	UST-357	and Sons	Mid-Market	-8407.72	50	6.0	2000	50462.00	50462.00	26.22316	103.96	EXT	5MM	MEDIATELY					
Daniels, Scott	UST-361	Henry Group	Mid-Market	-8359.04	51	-5.20	2000	50240.60	50240.60	25.15231	103.99	EXT	5MM	MEDIATELY					
	UST-107	and Brown	Mid-Market	-8050.77	54	6.0	2000	50304.62	50304.62	25.12021	104.14	EXT	5MM	MEDIATELY					
	UST-433	Hayes LLC	Mid-Market	-8040.07	49	6.0	2000	50240.42	50240.42	25.12021	104.15	EXT	5MM	MEDIATELY					
Beddy, Bruce	UST-133	and OM	Mid-Market	-8026.23	52	-5.00	2000	50380.00	50380.00	25.07869	104.15	EXT	5MM	MEDIATELY					

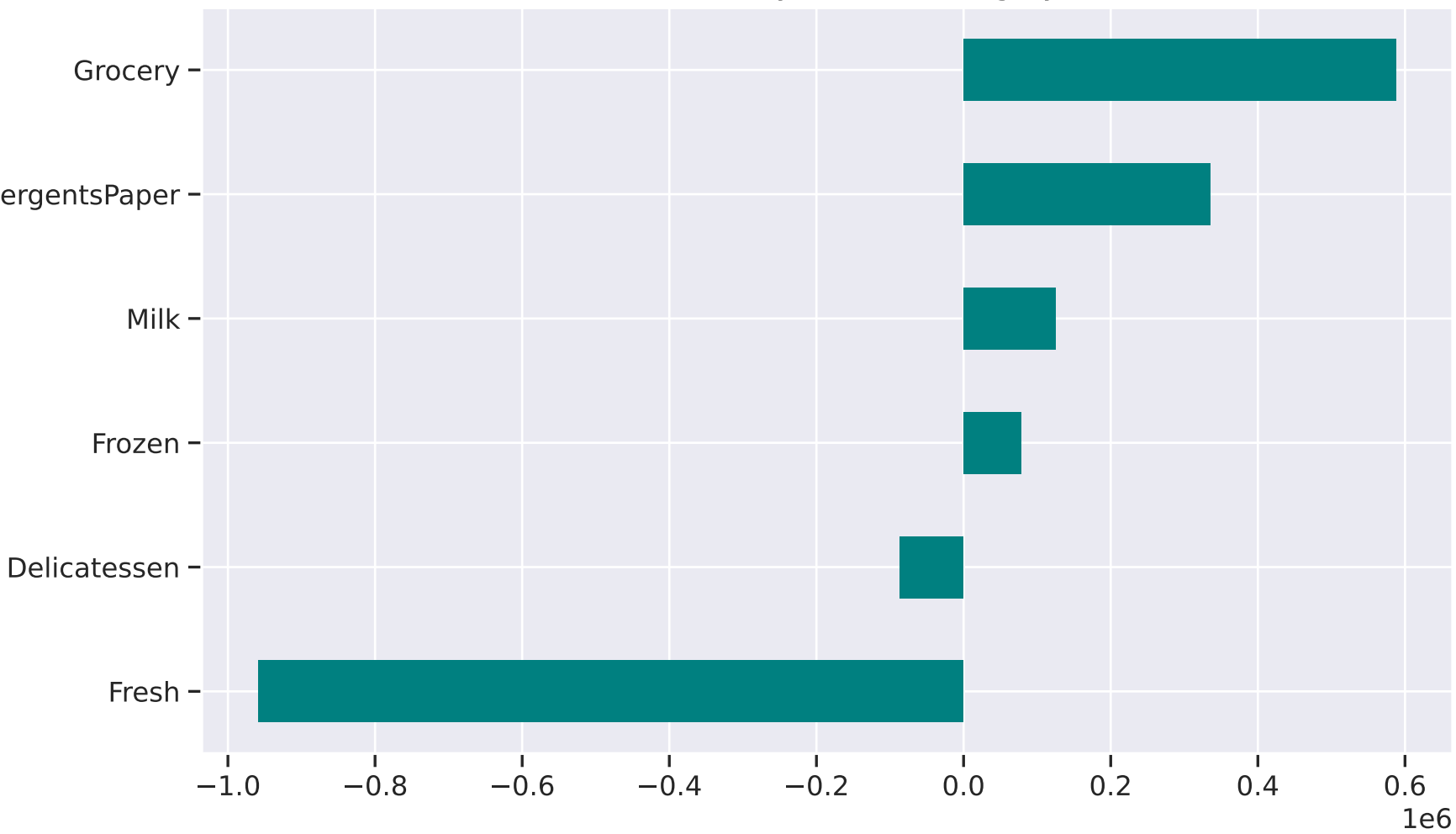
Annual Profit vs CLV by Customer (colored by Segment)



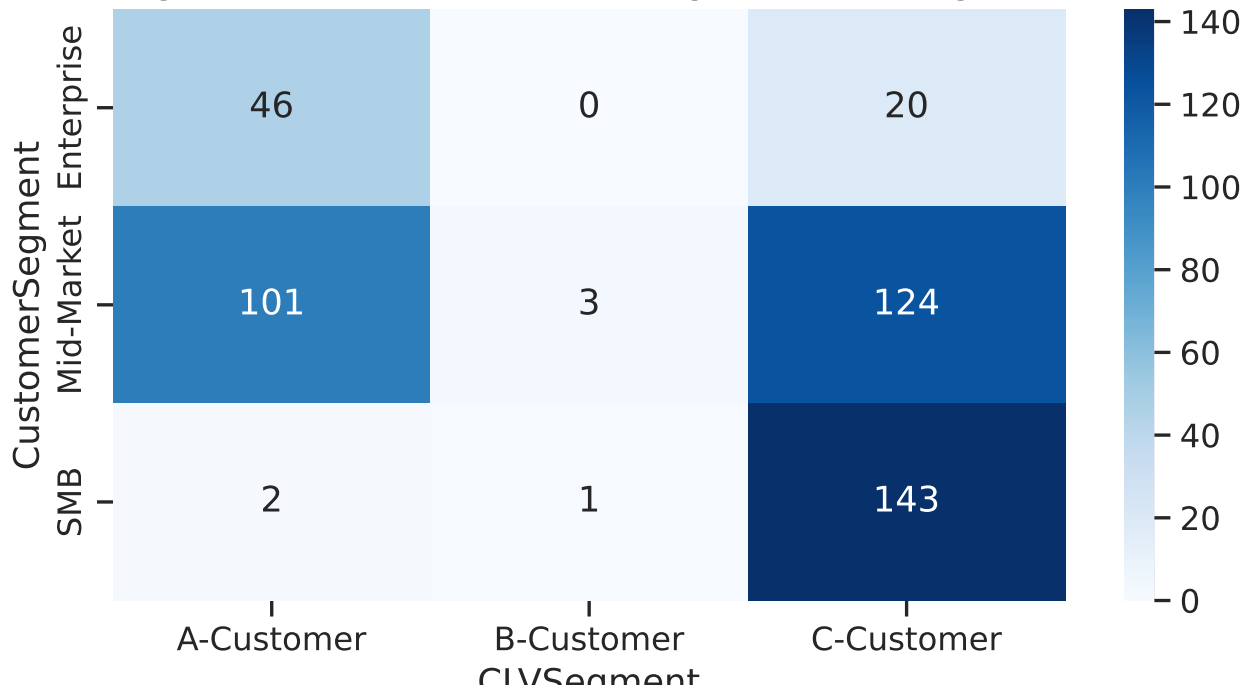


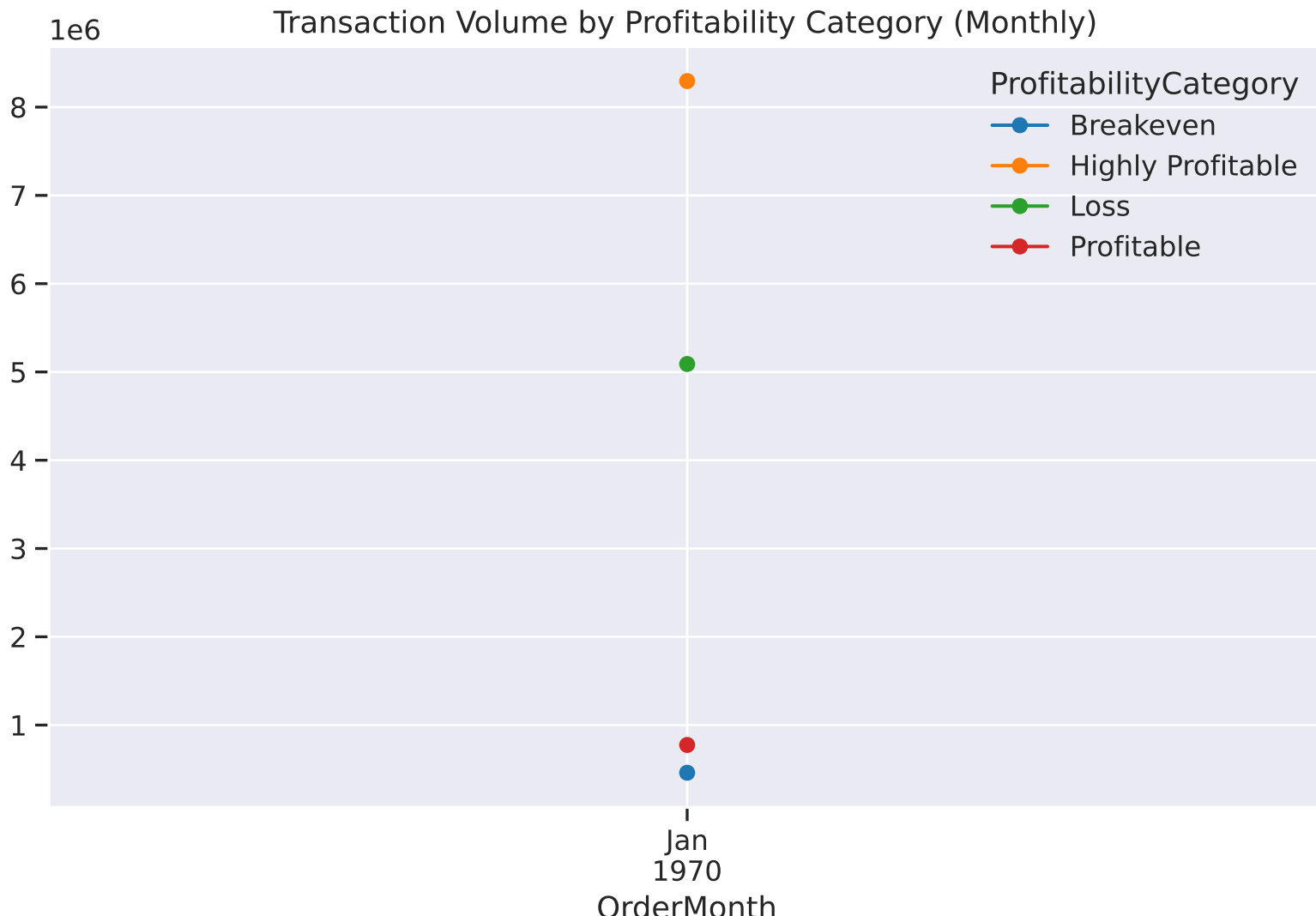


Total Profit by Product Category



Segment Cross Tab: CustomerSegment x CLVSegment





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.