

Key Insights:

- Elite (21.1%): £7,948 average Customer Lifetime Value
- Regular (78.9%): £75 average Customer Lifetime Value
- Priority: Retain Elite segment while identifying high-potential Regular customers

This visualization segments customers by lifetime value (CLV).

Elite Customers generate significantly higher average value, while Regular Customers comprise the majority of our base.

398K

Total Transactions

£8.91M

Total Revenue

£22.40

Average Transaction Value

4,338

Total Customers

