SAS Output Strona 1 z 2

Retention rate change impact

r	E(T)	E(CLV)
70%	3.33	81.452
75%	4.00	97.115
80%	5.00	120.238
85%	6.67	157.813
90%	10.00	229.545
95%	20.00	420.833

SAS Output Strona 2 z 2

