

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 |

