**Initial Engagement Value:** The initial revenue per user, particularly in the week of registration, highlights the critical period of customer engagement where users are most likely to make purchases. This underscores the importance of strong onboarding processes and initial engagement strategies to capitalize on this high-value period.

**Revenue Attrition Over Time:** There's a noticeable trend of declining revenue from users in the weeks following registration, which stabilizes but remains significantly lower than the initial week. This pattern suggests that while capturing initial value is crucial, strategies to maintain engagement and encourage repeat purchases are necessary to sustain revenue from existing users.

**CLV is around 1.46$ in 12 weeks**, indicating that customer acquisition costs should be below that number to optimize returns