

CLV DASHBOARD

Average of Value
1.86

Year
2007

Month
All

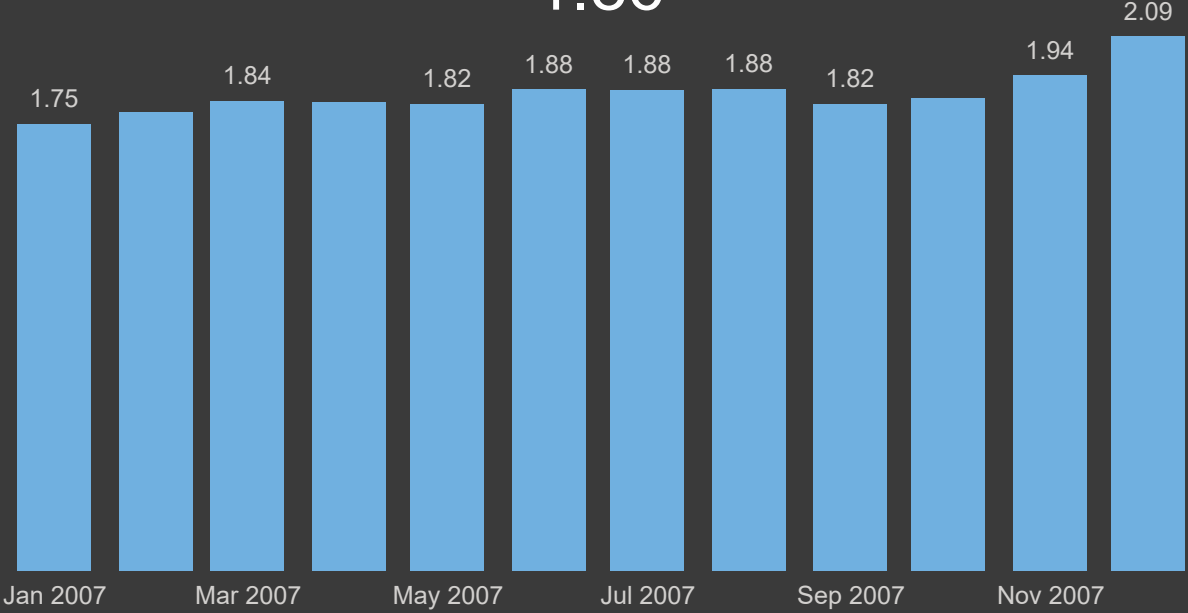
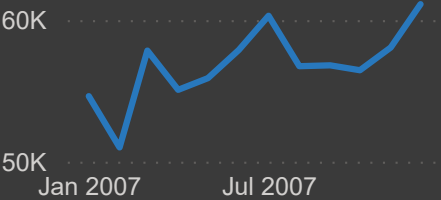
TOTAL TXN

366K

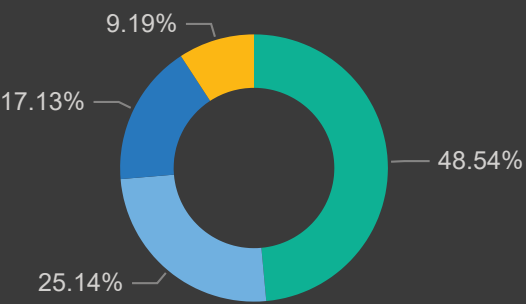


TOTAL SPEND

681.87K



CHURN MOVEMENT



CHURN RATE

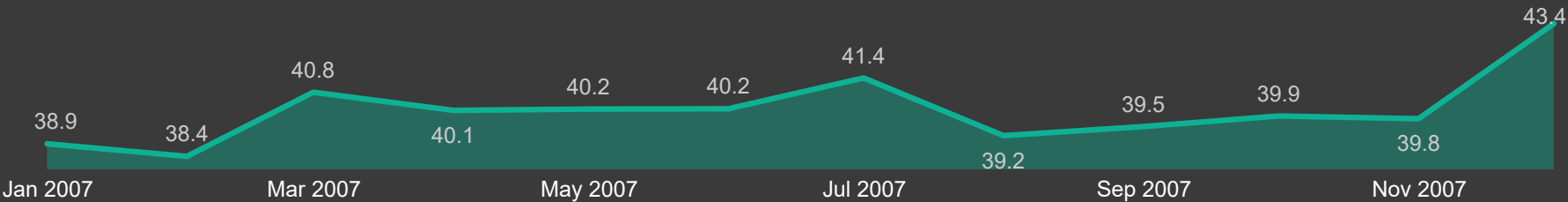
0.34

- CHURN
- NEW
- REACTIVATED
- REPEAT

AVERAGE REVENUE PER USER

156.21

ARPU



CUSTOMER LIFETIME VALUE

25.39K

CLV

