

# BridgeCart Analytics Dashboard

## Pipeline Overview

The latest pipeline run completed successfully at 20 Apr 2025 03:00, refreshing the raw, silver, and gold layers. Each layer shows a healthy influx of new records relative to its historical baseline, and customer lifetime value (CLV) continues to drift within expected bounds.

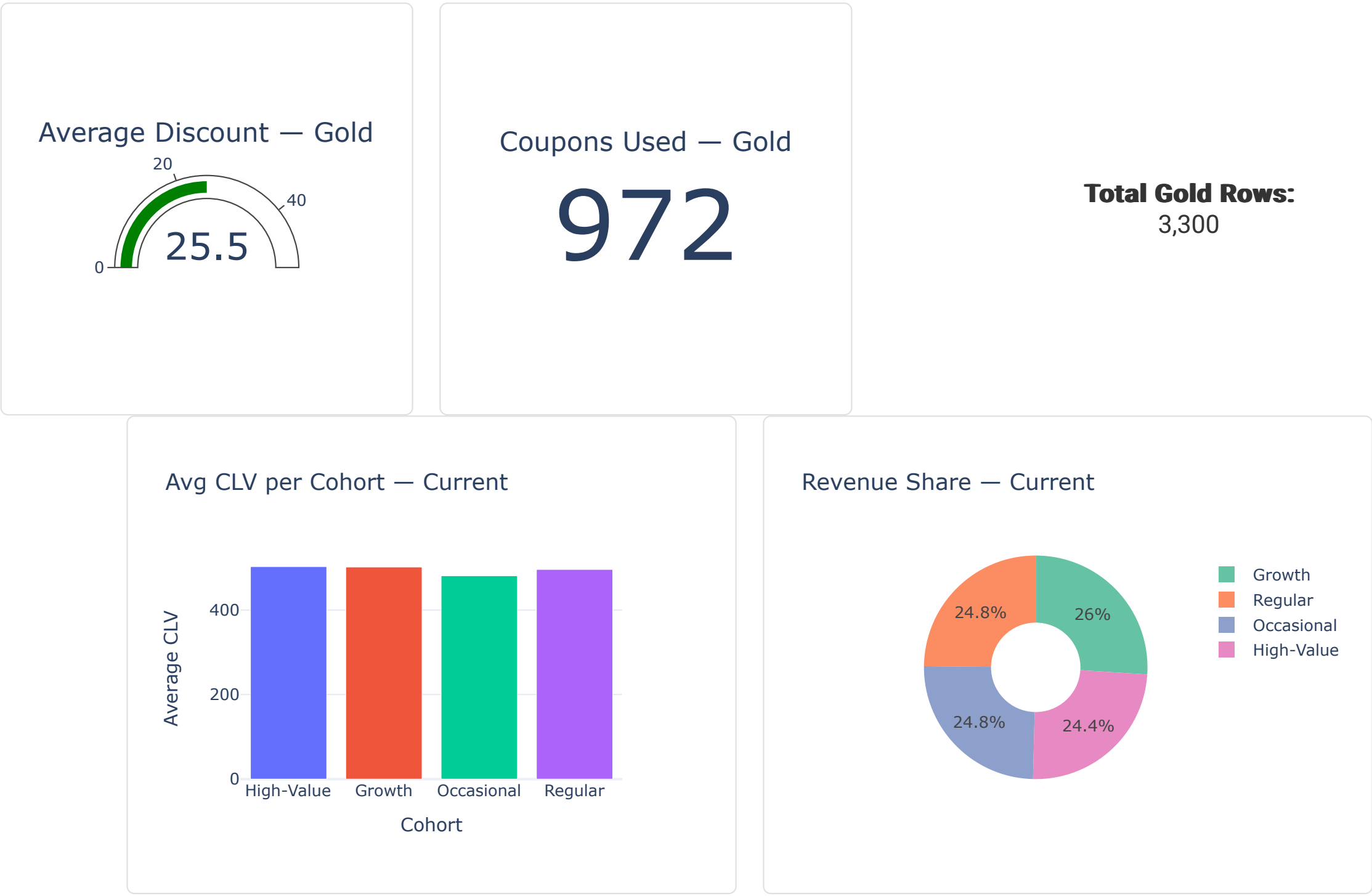
Data Layer	Last Execution	Records Before Latest	New Records in Latest	CLV Drift (Δ)	% New
Gold Layer	20 Apr 2025 03:00	3200	100	14.99	3.0
Raw Layer	20 Apr 2025 03:00	3200	100	NaN	3.0
Silver Layer	20 Apr 2025 03:00	3200	100	NaN	3.0

## Exploratory Data Analysis



## Cohort Insights

Customer clustering has converged on four clear personas — High-Value, Growth, Regular, Occasional. These cohorts differ markedly in their typical spend, discount usage, and retention patterns, providing actionable levers for targeted campaigns.



## Churn Analysis

Recent history shows churn easing among the High-Value cohort while edging up for Growth. Continued monitoring is recommended to verify whether this is an emerging trend or noise.

