☺ Text2SQL AI Assistant

💡 Quick Start - Sample Questions

Popular queries to get you started:

📊 How many customers do we have?	☑ Top 10 best-selling films?	🔍 Monthly rental trends
📊 Which category has highest revenue?	☑ Customers with most rentals	🔍 Average rental duration

💬 Ask Your Question

Enter your question about the database: ⑦

Calculate customer lifetime value and churn probability

| 🚀 Generate Query & Analyze | 🗑 Clear | ☑ Show SQL | ☑ Show Analysis | Visualization: Auto-detect ⌄ |

☺ AI Processing

📊 Results & Insights

✅ Query executed successfully!

🔧 Generated SQL Query

```
SELECT AVG(customer_summary.total_payment) AS average_customer_lifetime_value, SUM(CASE WHEN customer_summary.last_payment_date < overall_la
```

| 📝 Query Validation Notes | ⌄ |

1	**2**	**0.04s**
ROWS	COLUMNS	EXEC TIME

📈 Data Visualization

Distribution of average_customer_lifetime_value
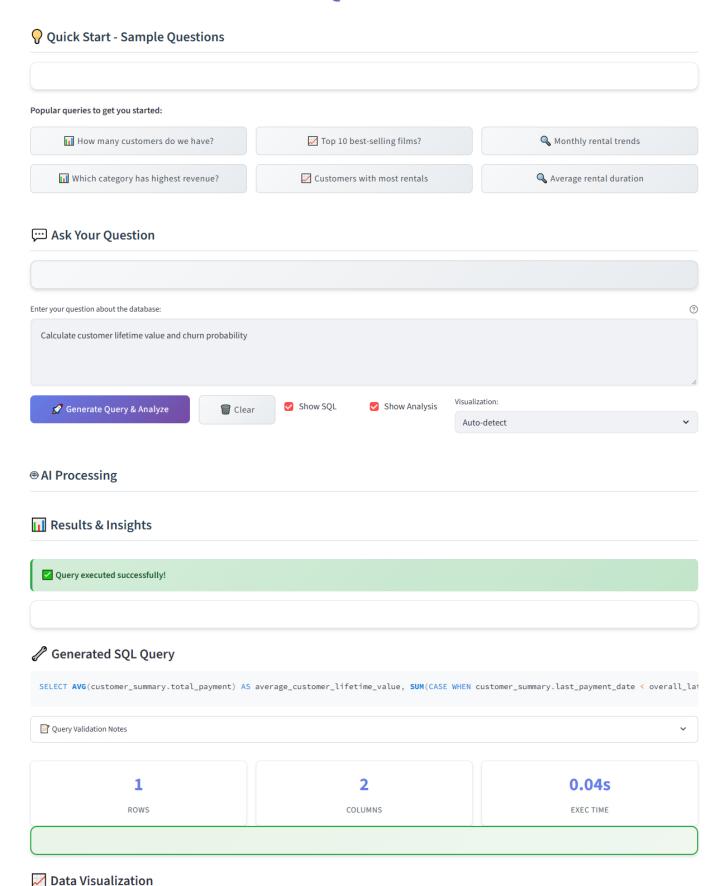
■ 112.53182

100%

🧠 AI Insights & Analysis

Here is the analysis based on the provided data:

1. Key Findings and Insights:

- The dataset provides a single aggregate value for the Average Customer Lifetime Value (CLTV), which is approximately 112.53.
- It also provides a single value for an Inactivity Rate Indicator, which is reported as 0.0000.

2. Notable Patterns or Trends:

- With only one row of data, it is impossible to identify any patterns or trends over time or across different customer segments. The data represents a static snapshot or an overall average.

3. Business Implications:

- An Average CLTV of 112.53 provides a baseline metric for understanding the potential long-term value of an average customer. This figure is critical for informing decisions related to customer acquisition cost (CAC), marketing budget allocation, and overall business profitability assessment.
- The reported Inactivity Rate of 0.0000, if accurate, would imply extremely high customer retention and engagement, with no customers becoming inactive according to the defined criteria. This would be a significant positive indicator for the business's ability to keep customers active. However, a 0% inactivity rate is highly unusual and warrants immediate investigation into the calculation method and data source validity. If inaccurate, the business lacks a reliable measure of customer churn risk or inactivity, hindering effective retention strategies.

4. Recommendations for Data Visualization:

- Given that there is only one data point for each metric, standard charts like line graphs or bar charts are not suitable for showing trends or comparisons.
- A simple **KPI card** or **single-value display** showing "Average CLTV: 112.53" and "Inactivity Rate: 0.00%" would be the most appropriate way to present these specific numbers clearly.
- For future analysis, once more data is available (e.g., CLTV and inactivity rate over time, or broken down by customer segments), **Line Charts** (for trends over time) or **Bar Charts** (for comparing segments) would be highly recommended.

5. Anomalies or Interesting Observations:

- The most significant anomaly is the `inactivity_rate_indicator` being exactly 0.0000. In most real-world scenarios, a 0% inactivity rate is highly improbable and strongly suggests a potential issue with the data collection, the definition of "inactivity," or the calculation logic used. This figure should be validated immediately.
- The data types being listed as 'object' is also worth noting, although the sample data appears numerical. This might require type conversion for further numerical analysis or aggregation if the full dataset contains non-numeric entries in these columns.

📊 View Raw Data ∧

	average_customer_lifetime_value	inactivity_rate_indicator
0	112.5318	0

⬆ Download CSV   ⬆ Download JSON

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