



Customers Lifetime Value (CLV) Analysis Report



Sales trended up, resulting in a 5.24% increase between December 2010 and January 2014.

Sales started trending up on October 2012, rising by 250.24% (\$1,339,201) in 14 months.

Sales jumped from \$535,159 to \$1,874,360 during its steepest incline between October 2012 and December 2013.

Averagesales was unexpectedly high on 2013. It had a value of \$16,351,550, which is outside the expected range of 10,039,126.95 -13,385,258.31.

The most recent anomaly was in 2013, when Averagesales had a high value of \$16,351,550.

Averagesales had the most significant anomaly, a high of \$16,351,550 on 2013.



Month

All

Year

All

Customers

All

Sales by Year and Month



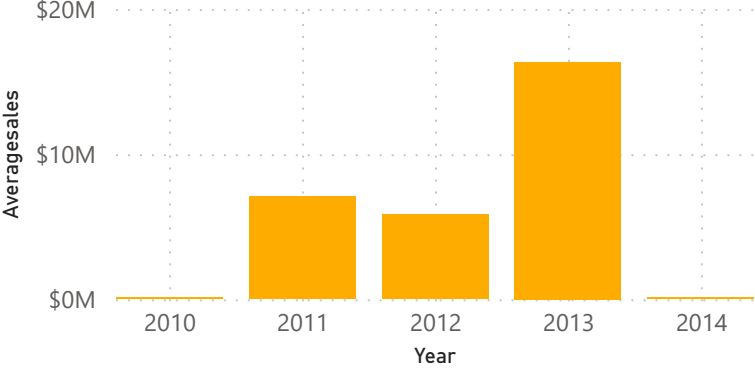
Total Sales by Year



Full Name	APV	APF	ARPU
Ashley Henderson	23.77	68.00	\$1,616.31
Fernando Barnes	22.40	67.00	\$1,500.52
Charles Jackson	22.08	65.00	\$1,434.99
Jennifer Simmons	17.89	63.00	\$1,126.82
Henry Garcia	18.82	62.00	\$1,167.07
Mason Roberts	22.00	60.00	\$1,320.01
Dalton Perez	20.16	59.00	\$1,189.33
April Shan	17.36	58.00	\$1,006.83
Samantha Jenkins	22.92	58.00	\$1,329.31
Nancy Chapman	17.34	57.00	\$988.32
Ryan Thompson	19.94	57.00	\$1,136.35

Full Name	Total Sales	Averagesale per day	Averagesale per Month	Averagesale per year
Aaron Adams	\$118	\$118	\$118	\$118
Aaron Alexander	\$70	\$70	\$70	\$70
Aaron Allen	\$3,400	\$3,400	\$3,400	\$3,400
Aaron Baker	\$1,751	\$1,751	\$1,751	\$1,751
Aaron Bryant	\$134	\$67	\$67	\$134
Aaron Butler	\$15	\$15	\$15	\$15
Aaron Campbell	\$1,155	\$1,155	\$1,155	\$1,155
Aaron Carter	\$40	\$40	\$40	\$40

Averagesales by Year



Customer count by Year

