**Customer Lifetime Value Analytics**

Customer lifetime value (CLTV) is the estimated total amount a customer will spend on a business throughout their relationship with that business. It considers the revenue generated by the customer as well as the costs associated with acquiring and serving that customer. By analysing the relationship between customer acquisition costs and revenue generated, we can determine which channels are the most cost-effective for acquiring and retaining high-value customers.

The given data includes information about the customer’s channel, cost of acquisition, conversion rate, and revenue generated.