**Data Analyst:**\*\*Average Revenue Per User (ARPU):\*\* The average ARPU across the months is $34. This value is calculated by dividing the total revenue by the number of active customers for each month and then averaging these values.

\*\*Customer Acquisition Cost (CAC):\*\* The average CAC is $84.17. This value is directly provided in the dataset for each month, and the average is calculated across all months.

\*\*Lifetime Value (LTV):\*\* The average LTV is $901.11. This is calculated by dividing the ARPU by the churn rate (converted to a decimal) for each month and then averaging these values.

These metrics provide insights into the financial performance of the business. The ARPU indicates the revenue generated per user, the CAC shows the cost of acquiring a new customer, and the LTV estimates the total revenue expected from a customer over their lifetime."