



SUMMARY CUSTOMER LIFETIME VALUE (SUPERMARKET)

YEAR

2007

STORE_REGION

W01

STORE_CODE

All

296.49K

TOTAL SPEND

251K

QUANTITY

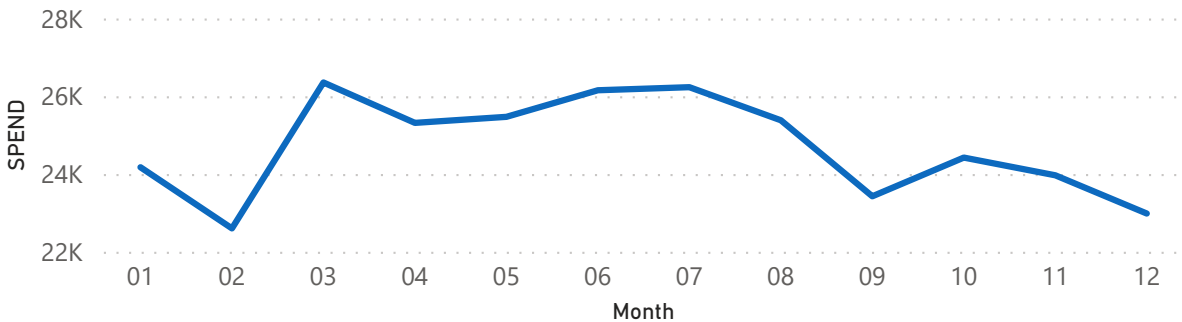
1849

TOTAL CUSTOMER

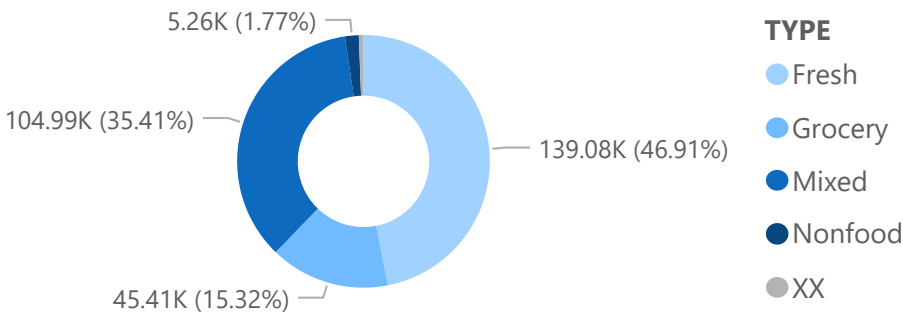
167.01K

TOTAL TRANSACTIONS

SPEND by Month

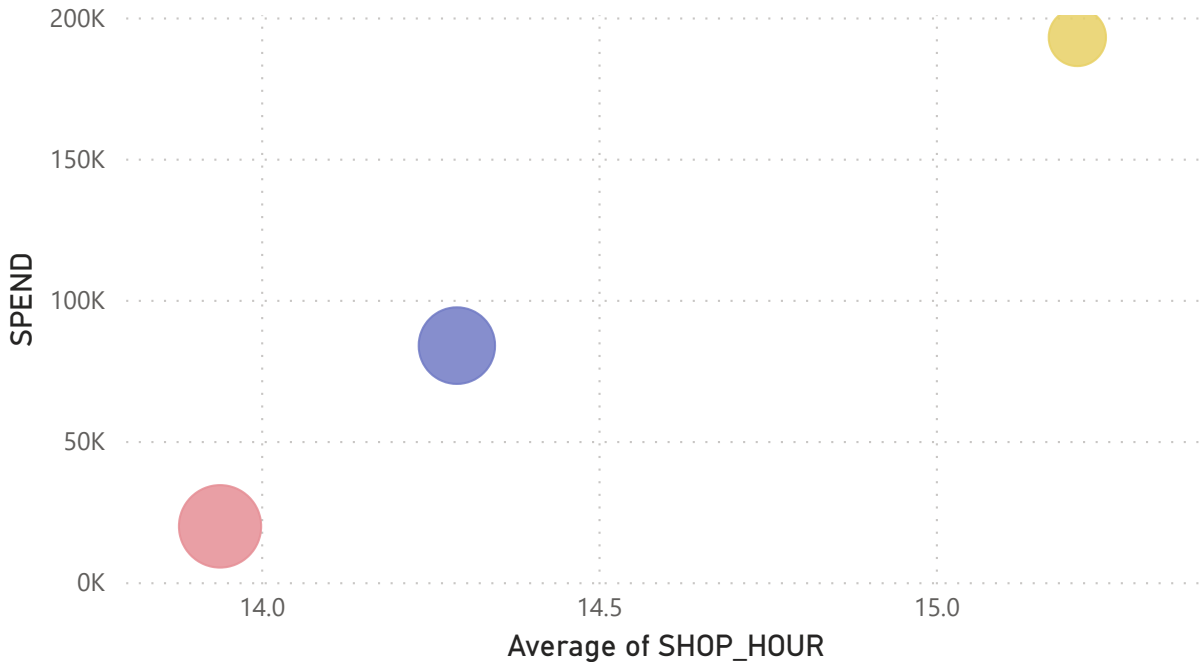


SPEND by TYPE



Average of SHOP_HOUR, SPEND and Count of CUST_CODE by BASKET_SIZE

BASKET_SIZE L M S



SPEND by Month and BASKET_PRICE_SENSITIVITY

BASKET_PRICE_SENSITIVITY LA MM UM XX

