

CUSTOMER VALUE & RETENTION OVERVIEW

Total Lifetime Value

50.32M

Total Average Order Value

\$1.1M

Retention Rate

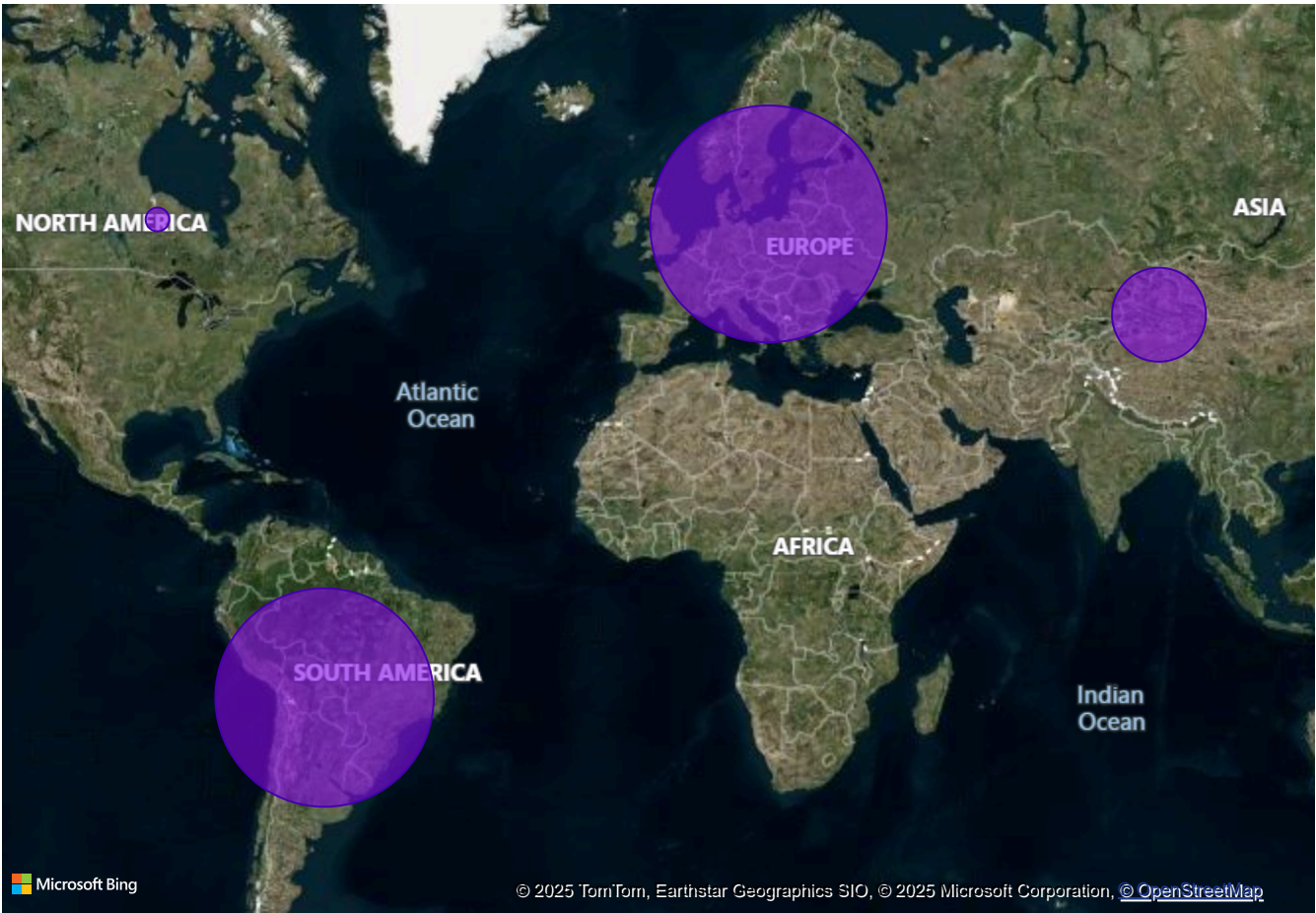
49.84

Average Churn Probability

50.16%

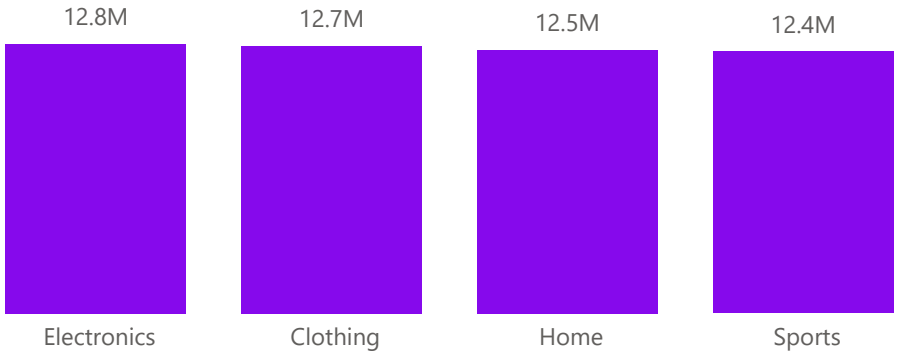
Lifetime Value by Region

Europe has the highest Lifetime Value



Lifetime Value by Most Frequent Category

Electronics is the leading Product Category by Lifetime Value



Average Churn Probability by Region

Asia has the leading churn probability

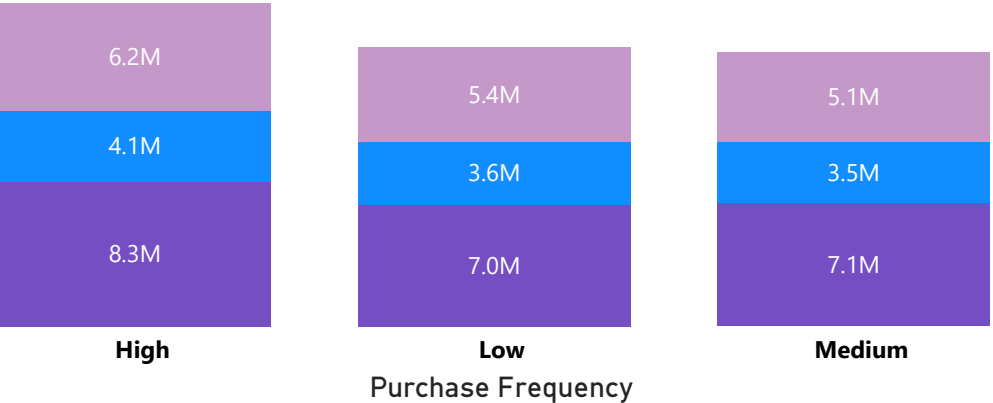


PURCHASE FREQUENCY AND AVERAGE ORDER VALUE ANALYSIS

Lifetime Value by Purchase Frequency and Average Order Value

Customers with High purchase Frequency + High Average Order Values tend to have a High Lifetime Value

Average Order Value ● High ● Low ● Medium



Purchase Frequency & Average Order Value by Product Category

Electronics has the highest AOV and purchase frequency

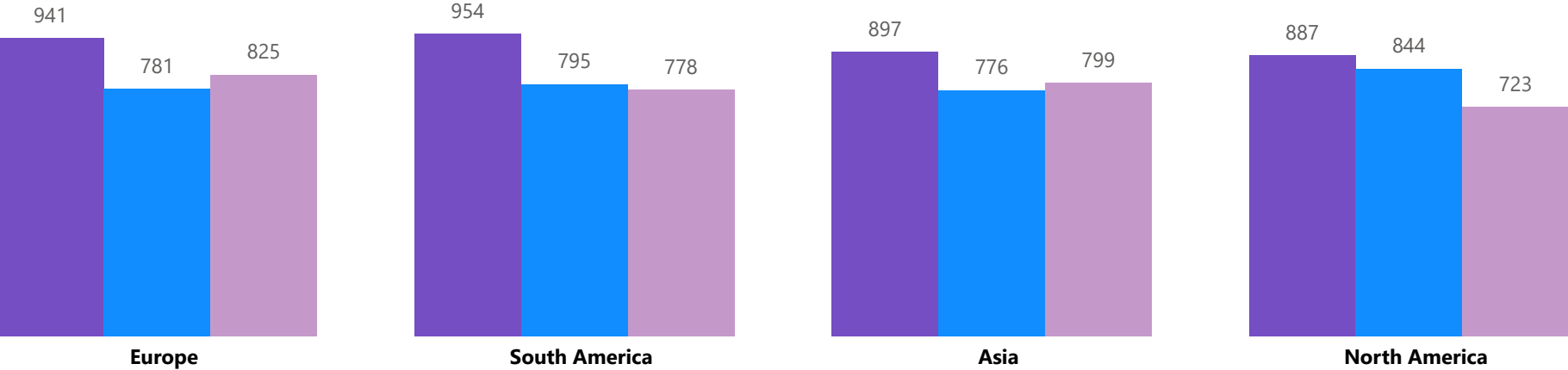
Average Order Value ● High ● Low ● Medium



Average Order Value and Purchase Frequency by Region

Europe has the highest purchase frequency and AOV overall

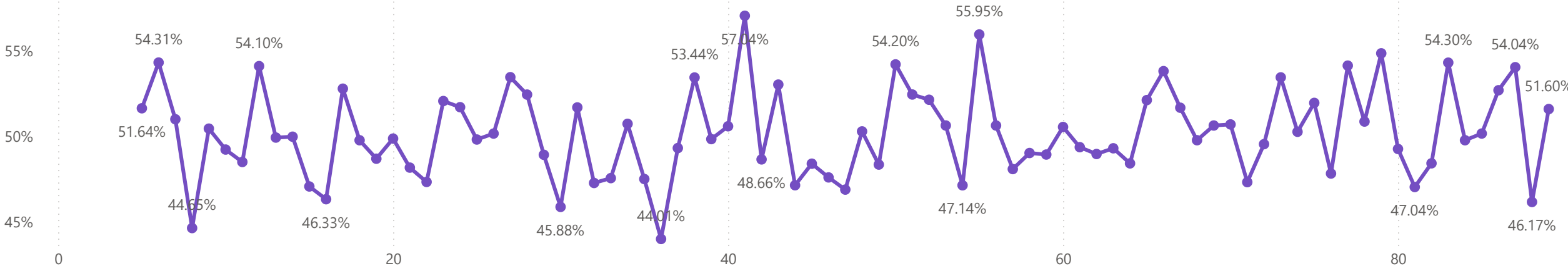
Purchase Frequency ● High ● Low ● Medium



TIME BETWEEN PURCHASES ANALYSIS

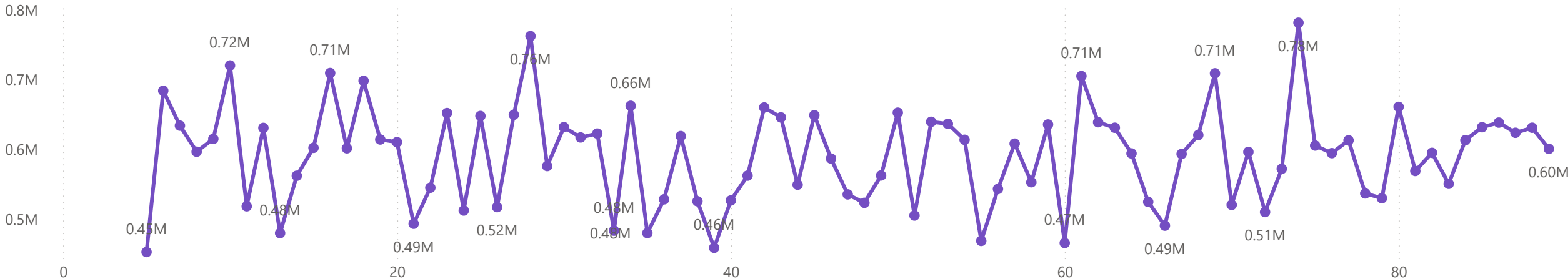
Average Churn Probability by Time Between Purchases

After 36 days, churn probability increases



Lifetime Value by Time Between Purchases

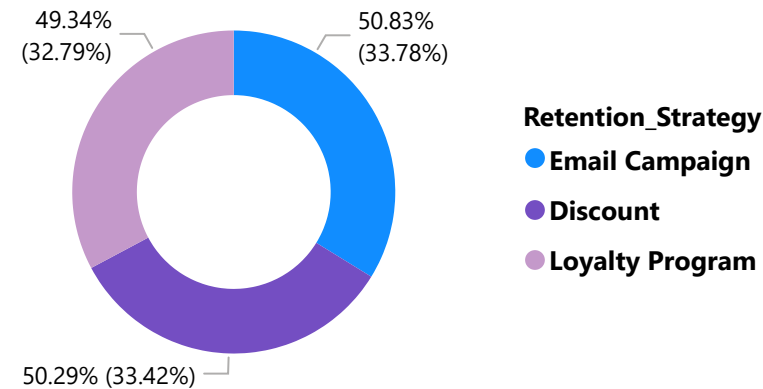
Generally, LTV isn't affected by the Time between Purchases. There is a spike of LTV even after 70 days



RETENTION STRATEGIES ANALYSIS

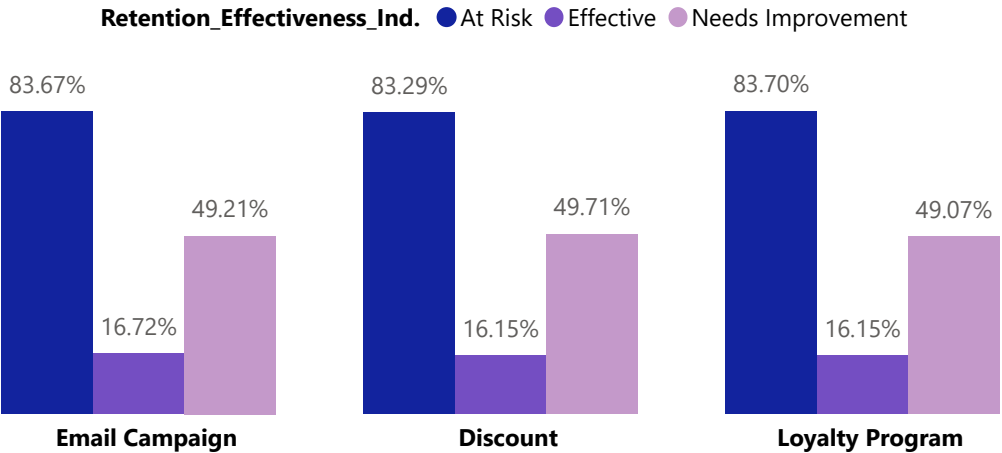
Average Churn Probability by Retention Strategy

Email Campaign has the highest churn probability



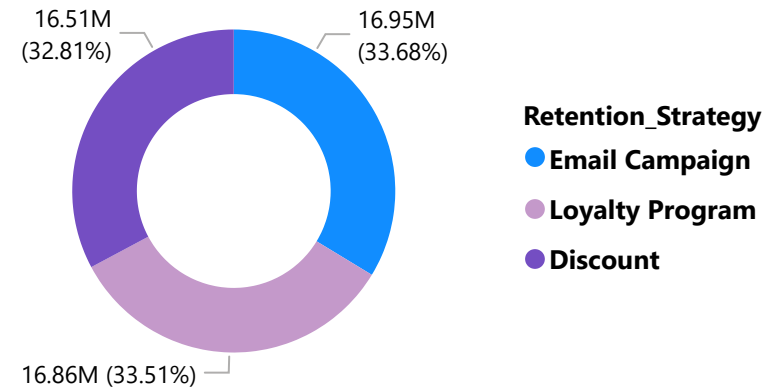
Average Churn Probability by Retention Strategy and Retention Effectiveness Indicator

Majority of the customers are at risk to churn in all strategies.



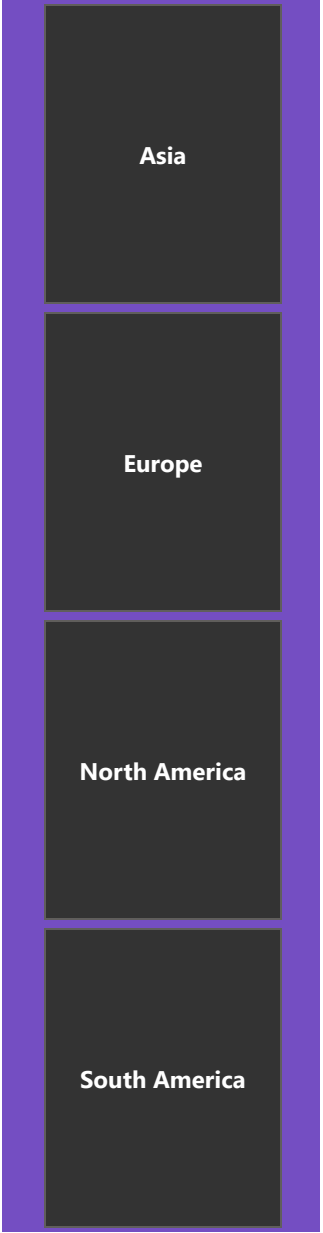
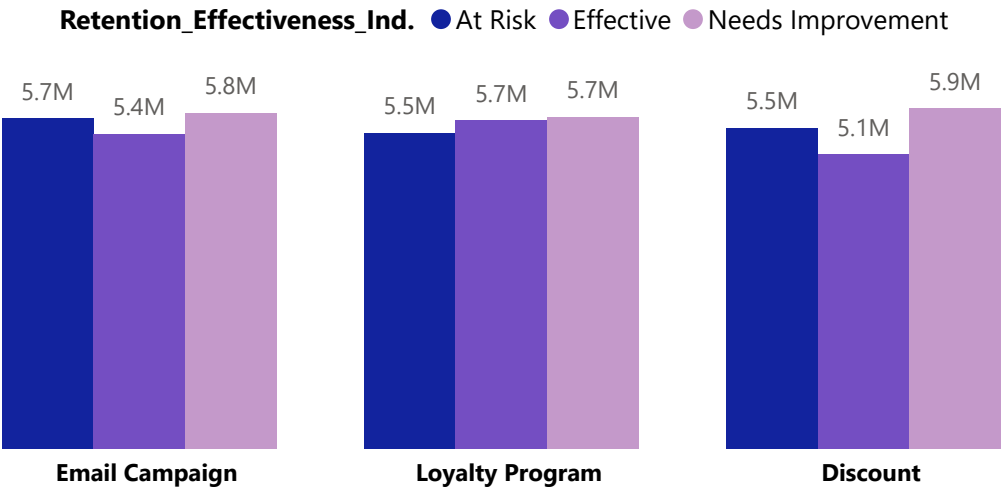
Lifetime Value by Retention Strategy

Email Campaign strategy has the highest LTV



Lifetime Value by Retention Strategy and Retention Effectiveness Indicator

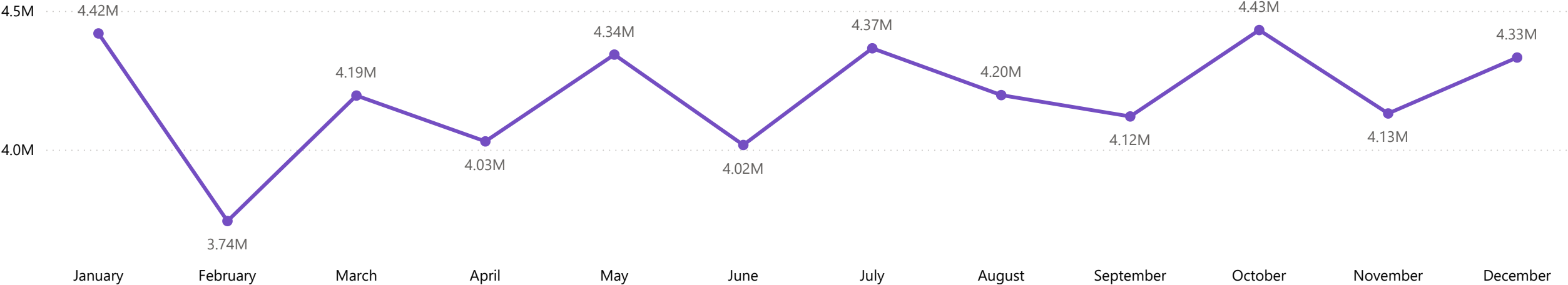
Majority of customers who have high LTV are in the Needs Improvement band of each strategy



SEASONAL TRENDS ANALYSIS OVERVIEW

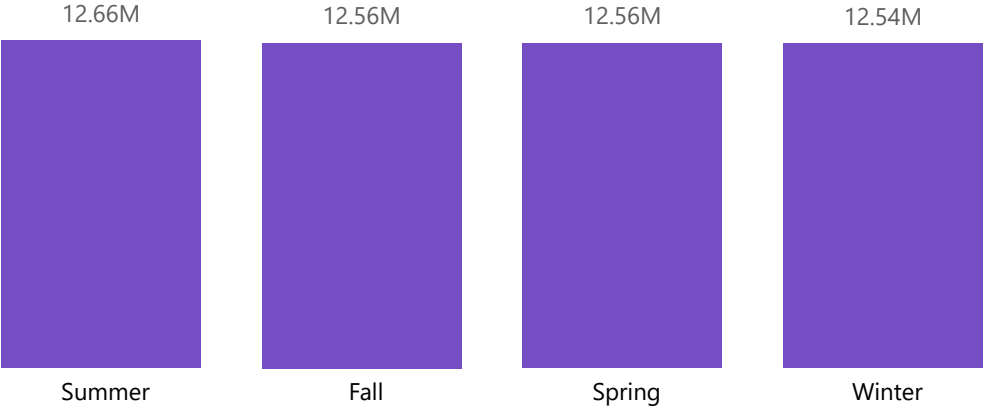
Lifetime Value by Month

October has the highest LTV. Majority of products peak in October



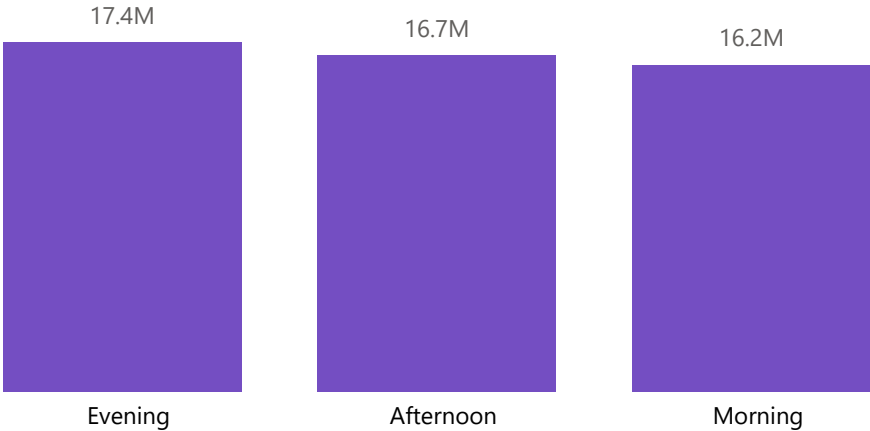
Lifetime Value by Season

Summer is generally the season with highest LTV



Lifetime Value by Preferred Purchase Times

Evening is generally the most popular purchase time



SEASONAL TREND ANALYSIS BY PRODUCT CATEGORY

Clothing

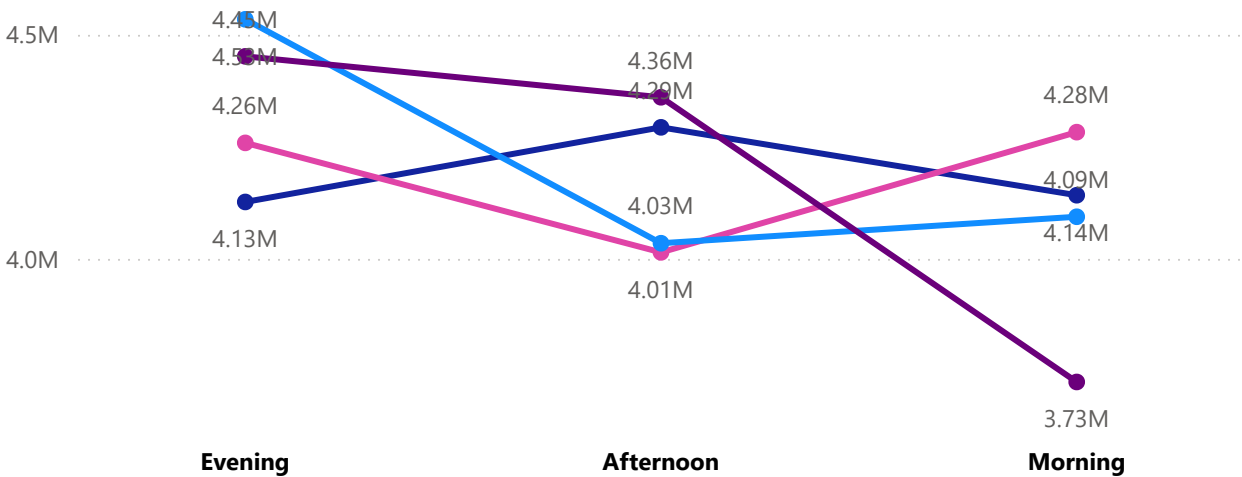
Electronics

Home

Sports

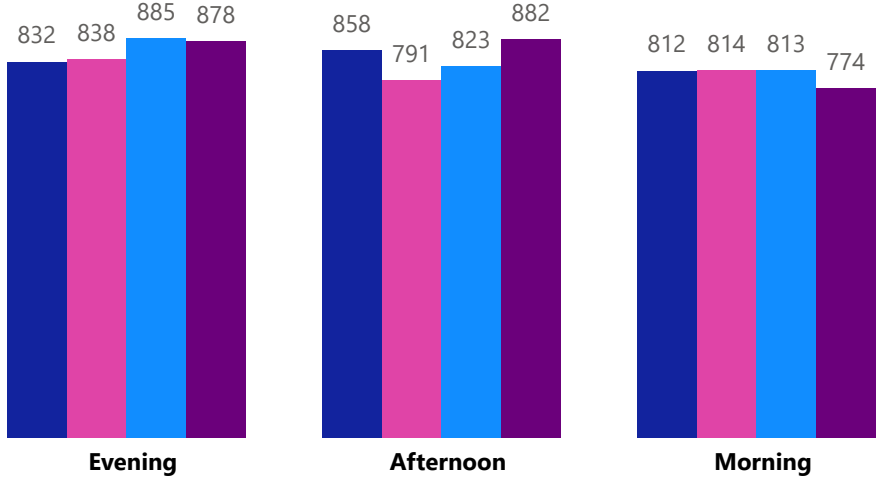
Lifetime Value by Preferred Purchase Times and Season

Season ● Fall ● Spring ● Summer ● Winter



Customers by Preferred Purchase Times and Season

Season ● Fall ● Spring ● Summer ● Winter



The preferred purchase times and season differs for the various product categories.

- Clothing is mostly purchased in Winter and the most preferred Purchase time is in the Afternoon.
- Electronics are mostly purchased in Winter and the preferred purchase time is highest in the Afternoon.
- Home products are mostly purchased in Spring and the preferred purchase time is in the Evening.
- Sports products are mostly purchased in Summer and the preferred purchase time is in the Evening.

SEASONAL TREND ANALYSIS BY REGION

Asia

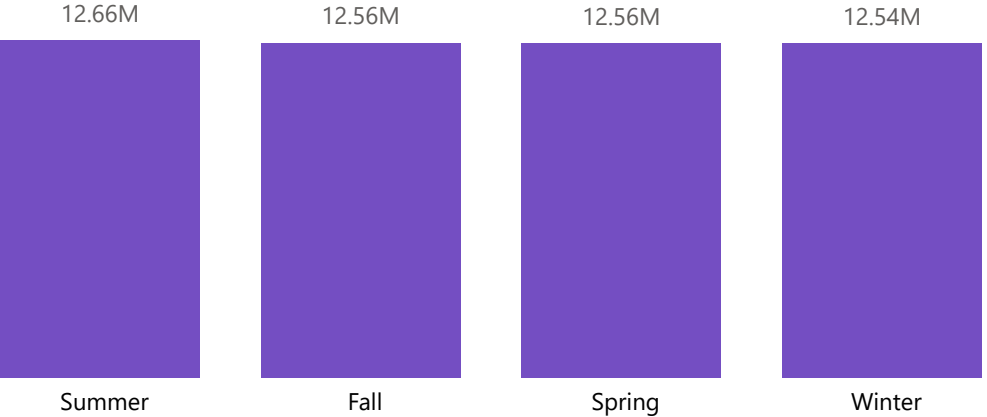
Europe

North America

South America

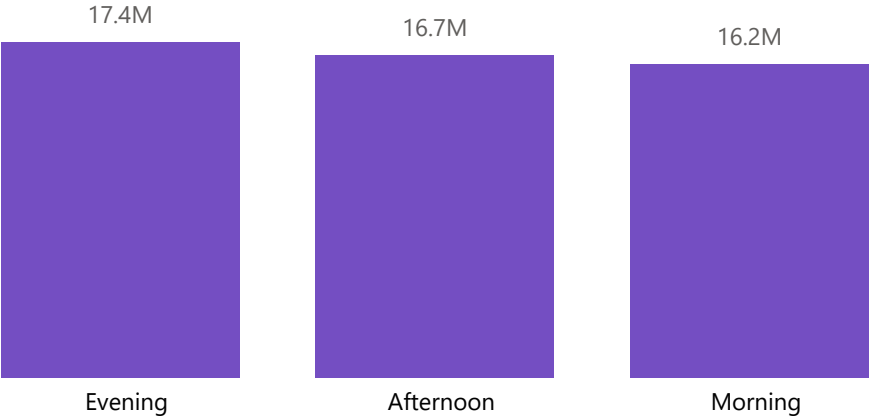
Lifetime Value by Season

Summer is generally the season with highest LTV



Lifetime Value by Preferred Purchase Times

Evening is generally the most popular purchase time



The preferred purchase time and peak season also varies with the Region.

- In Asia customers mostly purchases in Spring and most preferred purchase time in is the Afternoon.
- In Europe customers most purchases are in Winter and the most preferred purchase time is in the Evening.
- In North America customers most purchases are in Summer and the most preferred purchase time in the Evening.
- In South America customers most purchases are in Summer and the most preferred purchase time is in the Afternoon.

KEY INSIGHTS

Customer Lifetime Value (LTV) Performance

- All Product categories show strong performance with Electronics slightly leading.
- Europe is the top performing Region in terms of Lifetime Value Contribution.

Churn & Retention

- Asia has the highest Churn Probability and Europe has the lowest
- Churn risks rises sharply when time between purchases exceeds 36 days, suggesting a key retention window

Purchase Behavior

- Customers with high purchase frequency and high average order value contribute the most to Lifetime Value
- Electronics lead in both purchase frequency and AOV
- Europe performs strongly across all purchase behavior metrics

Retention Strategy Effectiveness

- While Email Campaigns generate high LTV, they also show the highest churn risk, indicating a need for refinement
- Across all strategies, majority of customers fall in the "Needs Improvement" and "At Risk" retention effectiveness bands
- Discount and Loyalty Program strategies have room for improvement, as they show lower churn but also lower LTV

Seasonal & Time-based Trends

- October is the peak month for LTV, with Summer being the best performing season overall
- Evening is the most popular purchase time across most customers and region