

### **⚠ DEMONSTRATION REPORT - SYNTHETIC DATA**

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January 14, 2026

Customer Intelligence Report - Clean Metrics Studio

# Customer Intelligence Report

Luxe Gemstone Co. - Segmentation, Behavior & Lifetime Value Analysis | FY 2025

## Customer Overview

**119,533**

TOTAL CUSTOMERS

**\$79,278**

AVG CUSTOMER LTV

**97.9%**

REPEAT RATE

**34.6%**

TOP 10% REVENUE SHARE

## Customer Segment Deep-Dive

Segment	Customers	Revenue	AOV	Avg Loyalty (Yrs)	NPS
Regular	47,952	\$2,643,520,433	\$10,275.40	3.0	8.6

Premium	17,667	\$2,504,682,231	\$13,648.30	5.0	<span>8.6</span>
VIP Elite	5,950	\$1,897,297,314	\$18,494.70	10.0	<span>8.6</span>
Occasional	30,085	\$1,510,215,438	\$9,379.11	1.5	<span>8.6</span>
New	17,879	\$920,670,700	\$9,629.24	0.5	<span>8.6</span>

### Segment Intelligence

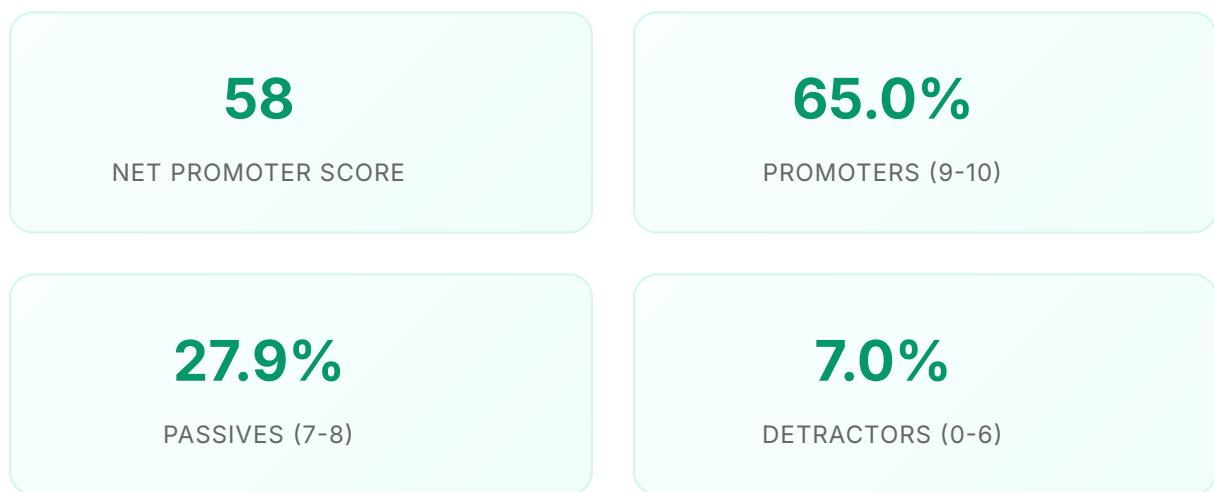
- **VIP Elite Power:** Top 5% of customers drive 20.0% of total revenue with \$18,495 AOV
- **Premium Opportunity:** 15% of customers in Premium tier represent prime upsell targets
- **New Customer Conversion:** Focus on converting "New" segment (15%) to "Regular" within first 12 months
- **Loyalty Correlation:** Strong correlation between loyalty years and AOV across all segments

## Geographic Customer Distribution

Region	Customers	Revenue	AOV	Revenue/Customer
Northeast	97,177	\$2,691,086,836	\$11,987.40	\$27,693
West	93,194	\$2,381,839,016	\$11,923.38	\$25,558
Southeast	79,733	\$1,688,161,023	\$11,786.28	\$21,173
Midwest	72,659	\$1,425,515,769	\$11,850.46	\$19,619
Southwest	56,317	\$936,374,168	\$11,690.65	\$16,627

Region	Count	Revenue	Avg Order Value	Total Profit
International	27,544	\$353,409,304	\$11,000.73	\$12,831

## Customer Satisfaction Analysis



### Satisfaction Insights

- Strong NPS:** Score of 58 indicates excellent customer loyalty and word-of-mouth potential
- Promoter Base:** 65.0% of customers are promoters - activate for referral programs
- Detractor Recovery:** Focus on 7.0% detractors for service recovery initiatives
- Segment Variance:** VIP Elite shows highest NPS, validate with Regular segment improvements

## Acquisition Channel Analysis

Channel	Revenue	Orders	AOV	Share
Organic Search	\$2,080,856,218	175,599	\$11,850.05	22.0%
Paid Search	\$1,711,366,352	144,265	\$11,862.66	18.1%

<b>Direct</b>	\$1,421,015,316	120,219	\$11,820.22	15.0%
<b>Email</b>	\$1,322,525,472	111,977	\$11,810.69	14.0%
<b>Social Media</b>	\$1,150,877,294	96,394	\$11,939.30	12.1%
<b>Referral</b>	\$752,687,787	63,962	\$11,767.73	7.9%
<b>Affiliate</b>	\$568,008,363	47,892	\$11,860.19	6.0%
<b>Display Ads</b>	\$469,049,314	39,692	\$11,817.23	4.9%

Report prepared by [Clean Metrics Studio](#) | January 2026

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