

⚠️ DEMONSTRATION REPORT - SYNTHETIC DATA

This report was generated using synthetic example data for demonstration purposes only. All figures, metrics, and insights are illustrative and do not represent any real company or actual business performance.

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	8.6
VIP Elite	5,950	\$1,897,297,314	\$18,494.70	10.0	8.6
Occasional	30,085	\$1,510,215,438	\$9,379.11	1.5	8.6
New	17,879	\$920,670,700	\$9,629.24	0.5	8.6

Segment Intelligence

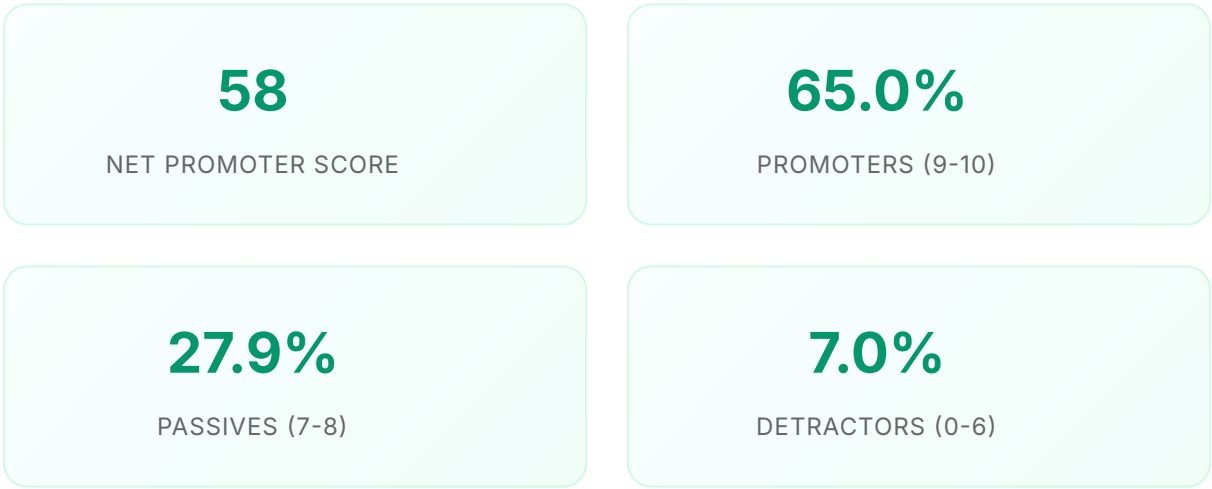
- **VIP Elite Power:** Top 5% of customers drive 20.0% of total revenue with \$18,495 AOV
- **Premium Opportunity:** 15% of customers in Premium tier represent prime upsell targets
- **New Customer Conversion:** Focus on converting "New" segment (15%) to "Regular" within first 12 months
- **Loyalty Correlation:**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

International	27,544	\$353,409,304	\$11,000.73	\$12,831
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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%

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

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

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