



GORNATION - Customer Segments & Retention

Total Customers

1,907

New Customers

1,299

Returning Customers

1,745

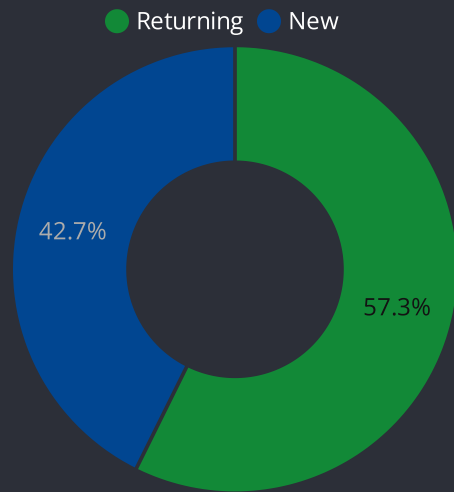
Repeat Purchase Rate (RPR)

0.92

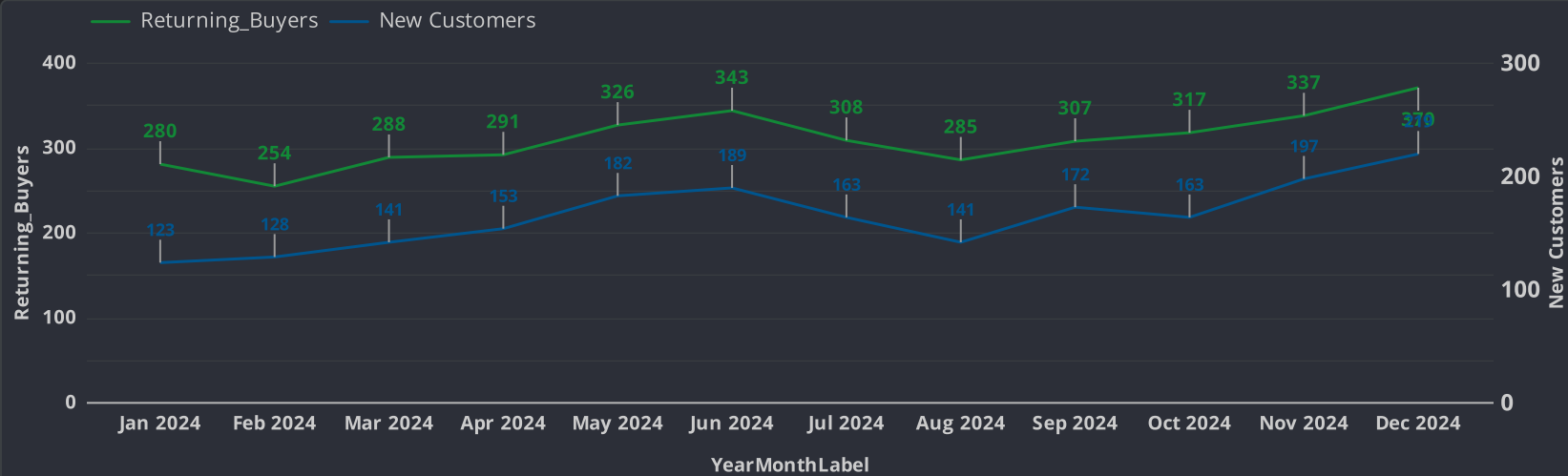
Lifetime Value (LTV)

289.75

Customer Mix: New vs Returning



Customer Growth Trend (New vs Returning)



Repeat Purchase Performance by Product

| | Product Category | Customer ID | Revenue | Returning Buyers | Repeat Rate |
|-----|----------------------|-------------|--------------|------------------|-------------|
| 1.. | Clothing | 857 | 68,643.59 € | 605 | 0.71 |
| 2.. | Bandages | 515 | 16,465.51 € | 365 | 0.71 |
| 3.. | Parallettes | 492 | 46,076.91 € | 348 | 0.71 |
| 4.. | Workout Accessori... | 485 | 21,708.73 € | 348 | 0.72 |
| 5.. | Equipment Sets | 484 | 108,523.07 € | 349 | 0.72 |
| 6.. | Pull Up Bars | 472 | 73,485.06 € | 337 | 0.71 |
| 7.. | Weight Vests | 464 | 87,861.69 € | 318 | 0.69 |
| 8.. | Workout Rings | 277 | 15,418.93 € | 173 | 0.62 |
| 9.. | Static Bar | 261 | 53,354.52 € | 168 | 0.64 |
| 1.. | Better Grip | 260 | 5,241.74 € | 178 | 0.68 |

Customer Value by Region

