

CUSTOMER LIFETIME VALUE ANALYSIS

8.91M

Sum of TotalRevenue

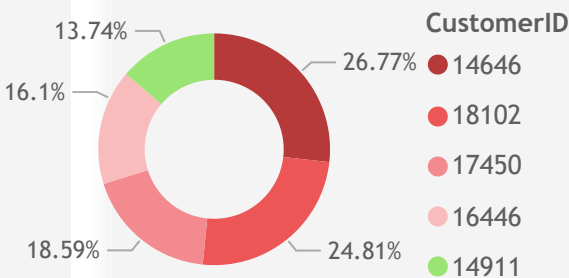
5M

Sum of Quantity

18.54K

Total Orders

Most Profitable Customers



Best Selling Products

Description	Sum of Quantity
WORLD WAR 2 GLIDERS ASSTD DESIGNS	54415
WHITE HANGING HEART T-LIGHT HOLDER	36725
PAPER CRAFT , LITTLE BIRDIE	80995
MEDIUM CERAMIC TOP STORAGE JAR	77916
JUMBO BAG RED RETROSPOT	46181
Total	296232

Least Selling Products

Description	Sum of Quantity
I LOVE LONDON MINI RUCKSACK	1
AMBER BERTIE GLASS BEAD BAG CHARM	1
AMBER GLASS/SHELL/PEARL NECKLACE	1
BAROQUE BUTTERFLY EARRINGS CRYSTAL	1
BLACK DROP EARRINGS W LONG BEADS	1
BLACK FINE BEAD NECKLACE W TASSEL	1
BLACK VINT ART DEC CRYSTAL BRACELET	1
BLACKCHRISTMAS TREE 30CM	1
Total	59

Loyal Customers

CustomerID	2010	2011	Total
12748	668	3928	4596
13089	86	1732	1818
13263		1677	1677
14096		5111	5111
14298	145	1492	1637
14606	228	2472	2700
14646	70	2010	2080
14911	292	5385	5677
15311	177	2202	2379
17841	287	7560	7847
Total	1953	33569	35522

At Risk Customers

CustomerID	2010	2011	Total
12346		1	1
13017		1	1
13099		1	1
13106		1	1
13120		1	1
13135		1	1
13185		1	1
13256		1	1
13270	1		1
13302		1	1
Total	9	63	72

Customer Lifetime Value

CustomerID	CLV
14646	280,206.02
18102	259,657.30
17450	194,550.79
14911	143,825.06
14156	117,379.63
17511	91,062.38
16029	81,024.84
16684	66,653.56
13694	65,039.62
15311	60,767.90
Total	136,016.71