Total Sales by Marketing Channel

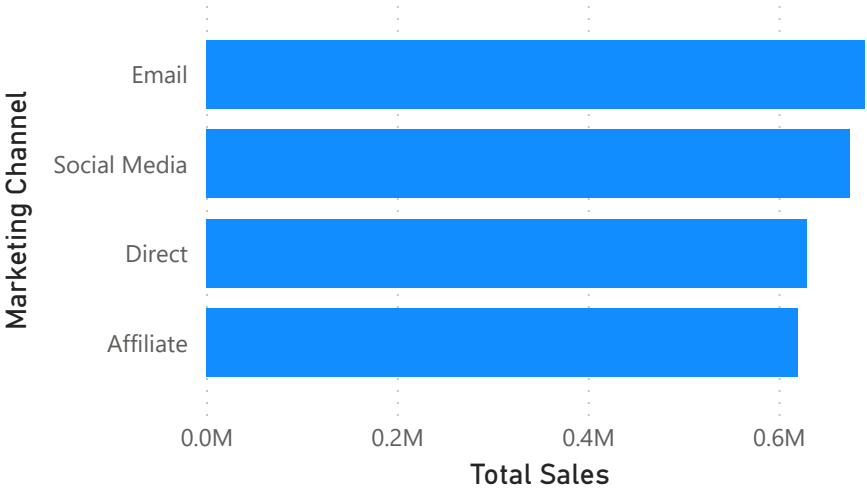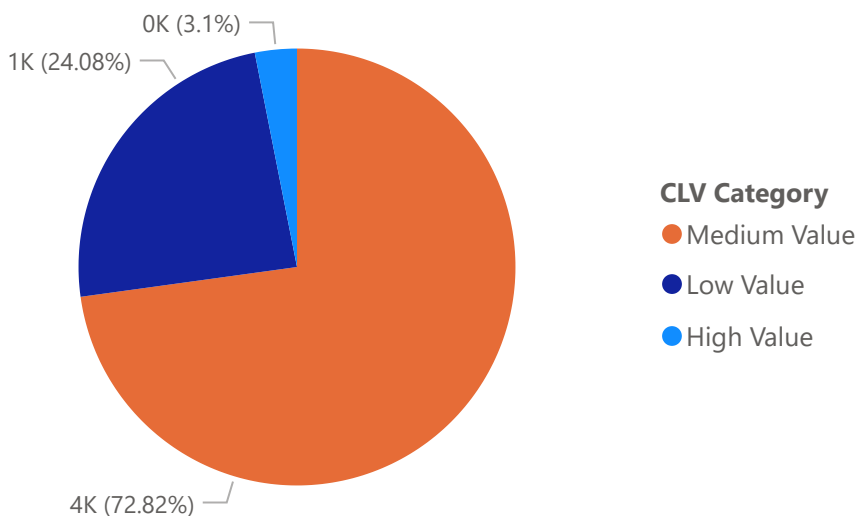## Customer Count by Marketing Channel

Count of CLV Category by CLV Category

0.16K (3.1%)

1.2K (24.08%)

3.64K (72.82%)

CLV Category
- Medium Value
- Low Value
- High Value

Customer Count by CLV Category

0K (3.1%)

1K (24.08%)

4K (72.82%)
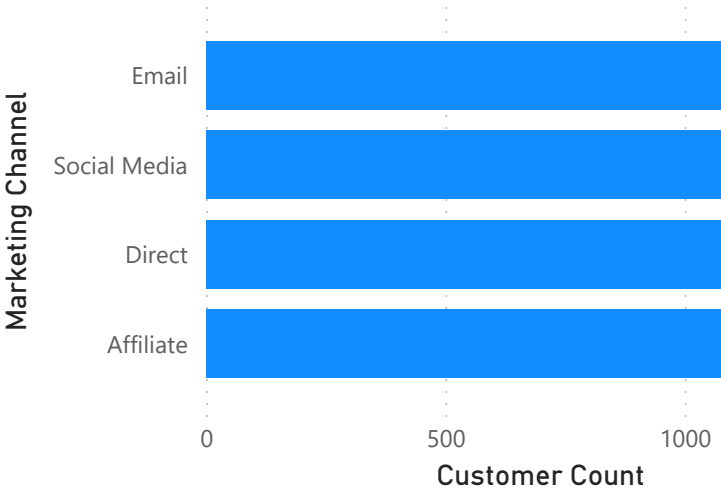
CLV Category
- Medium Value
- Low Value
- High Value
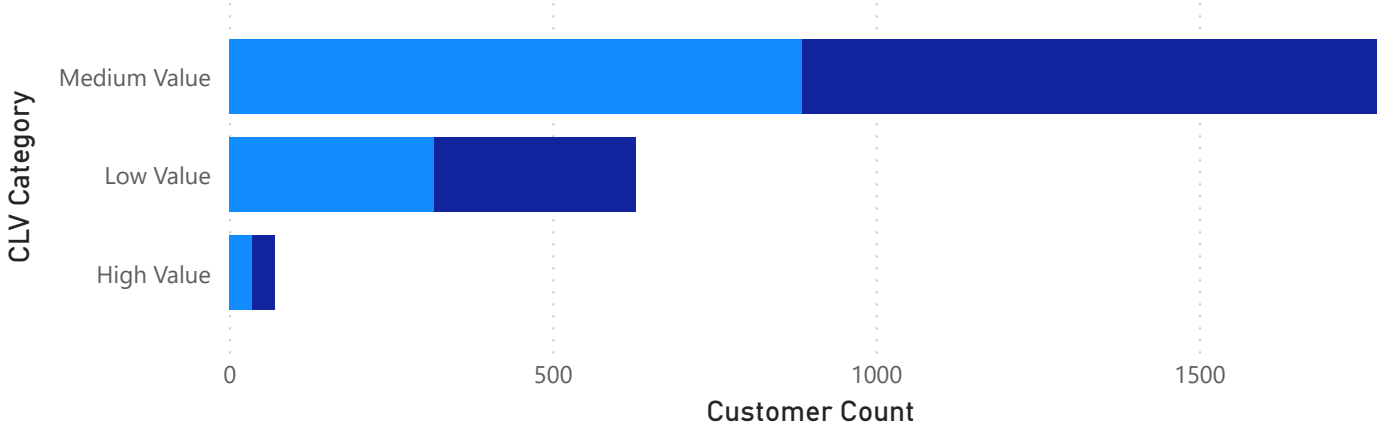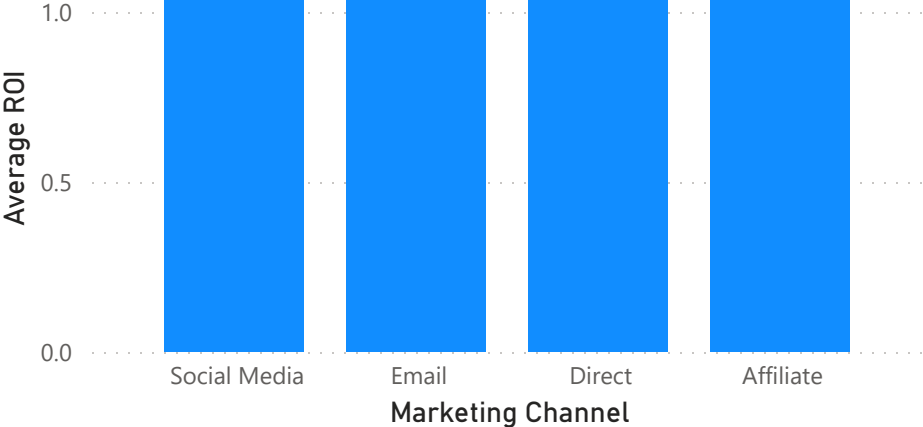
Customer Count by CLV Category and Membership Status

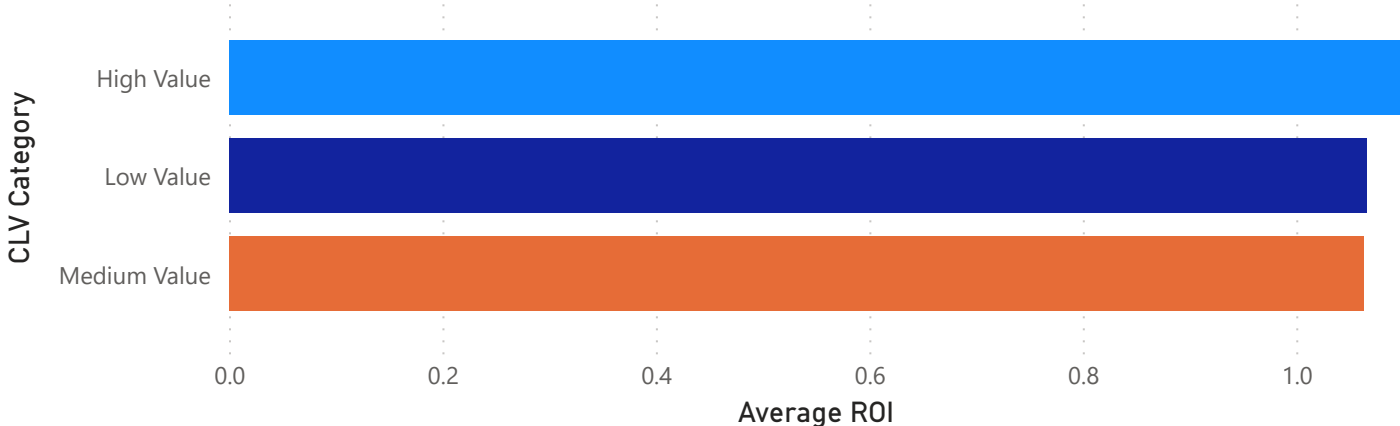**Membership Status** ● Member ● Non-Member

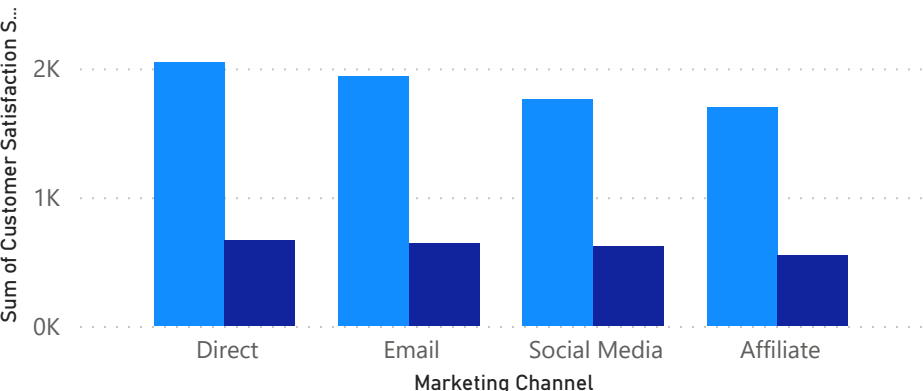## Average ROI by Marketing Channel

Average ROI by CLV Category and CLV Category

CLV Category ● High Value ● Low Value ● Medium Value
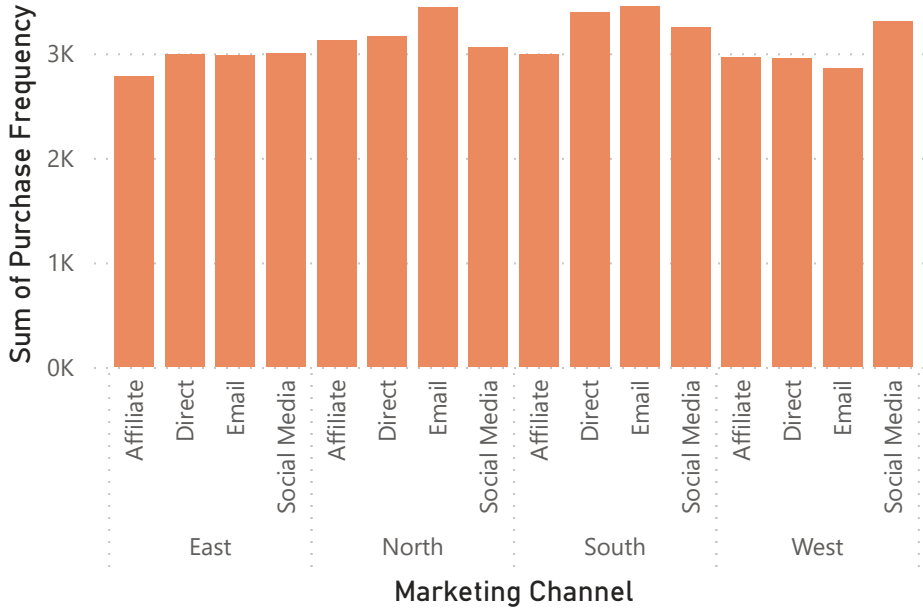

Sum of Customer Satisfaction Score and Customer Count by Marketing Channel

● Sum of Customer Satisfaction Score ● Customer Count

Marketing Channel	High Value	Low Value	Medium Value	Total
Affiliate	30,247.73	58,321.75	531,155.65	**619,725.13**
Direct	26,141.92	59,097.26	543,844.92	**629,084.10**
Email	52,142.50	61,453.84	576,359.68	**689,956.02**
Social Media	34,938.05	55,684.37	583,490.67	**674,113.09**
Total	**143,470.20**	**234,557.22**	**2,234,850.92**	**2,612,878.34**

Marketing Channel	Sum of CLV Score ▼	Total Sales
Email	7476	689,956.02
Social Media	7265	674,113.09
Direct	6919	629,084.10
Affiliate	6708	619,725.13
Total	**28368**	**2,612,878.34**

Sum of Purchase Frequency by Location and Marketing Channel

CLV Category Product Interest	High Value Customer Count	Average ROI	Low Value Customer Count	Average ROI	Medium Value Customer Count	Average ROI	Total Customer Count	Average ROI
Books	33	1.11	288	1.07	949	1.04	**1270**	**1.05**
Electronics	37	1.15	297	1.02	891	1.08	**1225**	**1.07**
Fashion	44	1.11	293	1.12	905	1.04	**1242**	**1.06**
Home Goods	41	1.07	326	1.11	896	1.05	**1263**	**1.07**
Total	**155**	**1.11**	**1204**	**1.08**	**3641**	**1.05**	**5000**	**1.06**

Location	Books	Electronics	Fashion	Home Goods	Total
East	156,438.17	158,654.96	157,839.39	140,571.37	**613,503.89**
North	174,303.19	164,509.66	165,593.23	165,248.20	**669,654.28**
South	164,695.16	162,806.45	176,732.67	180,749.55	**684,983.83**
West	167,453.93	153,194.99	157,571.32	166,516.10	**644,736.34**
Total	**662,890.45**	**639,166.06**	**657,736.61**	**653,085.22**	**2,612,878.34**

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Product Interest	High Value	Low Value	Medium Value	Total
Books	1.11	1.07	1.04	**1.05**
Electronics	1.15	1.02	1.08	**1.07**
Fashion	1.11	1.12	1.04	**1.06**
Home Goods	1.07	1.11	1.05	**1.07**
Total	**1.11**	**1.08**	**1.05**	**1.06**

Average of ROI by Product Interest and CLV Category

CLV Category ● High Value ● Low Value ● Medium Value