2K
Total Customers

2K
High CLV Customers

4.23M
Total Predicted CLV

0.56
R2 (Linear Approx)
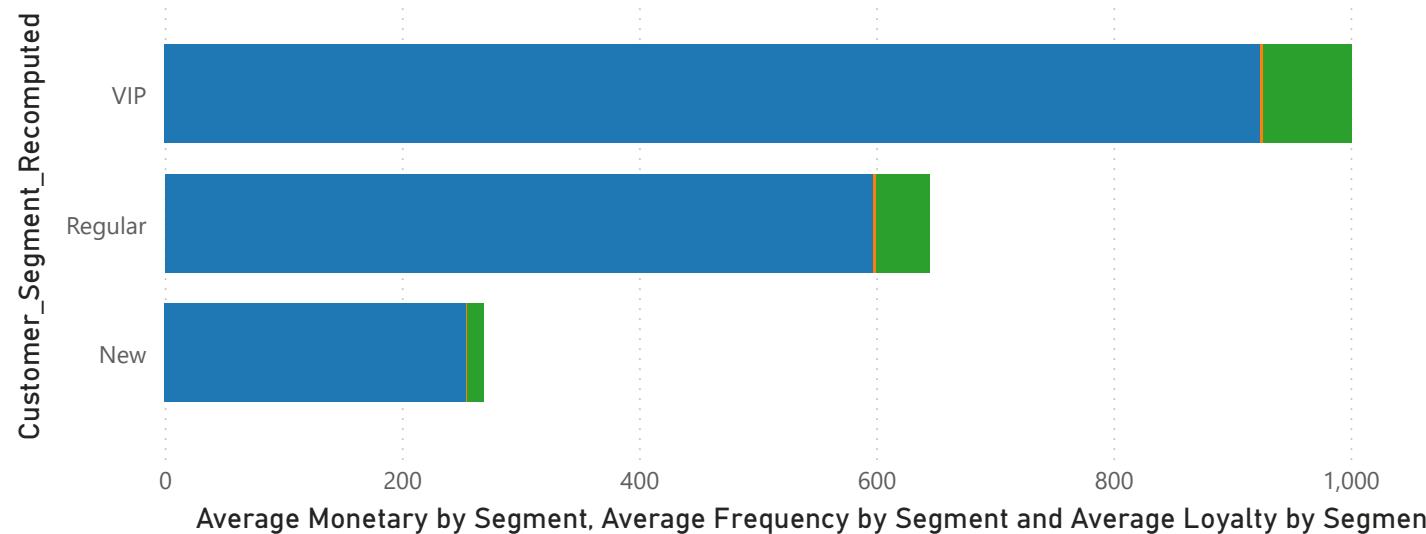
816.85
MAE (Linear)

1.15K
RMSE (Linear)

## CLV Deciles
● High CLV Customers ● Total Customers

Cluster Profile
● Average Monetary by Segment ● Average Frequency by Segment ● Average Loyalty by Segment

Average Monetary by Segment, Average Frequency by Segment and Average Loyalty by Segment
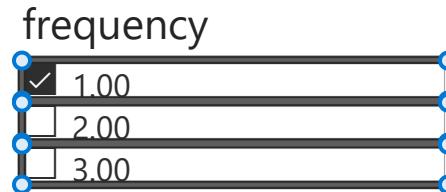
clv_pred_linear	Customer_ID	frequency	monetary	loyalty_feature	Payment_Method
73.46	15560	1.00	0.00	1.00	Cash
73.81	18820	1.00	0.00	1.00	Cash
74.06	12466	1.00	0.00	1.00	Cash
74.28	17285	1.00	0.00	1.00	Cash
160.02	12989	1.00	12.02	2.00	Cash
177.17	14494	1.00	13.80	2.00	Cash
226.16	10824	1.00	18.68	2.00	Cash
240.00	18195	1.00	19.94	2.00	Cash
240.52	11296	1.00	0.00	1.00	Cash
240.59	19539	1.00	0.00	1.00	Cash
240.59	19984	1.00	0.00	1.00	Cash
240.71	12731	1.00	0.00	1.00	Cash
240.80	10645	1.00	0.00	1.00	Cash
241.08	11771	1.00	0.00	1.00	Cash
241.21	11304	1.00	0.00	1.00	Cash
241.74	19409	1.00	0.00	1.00	Cash
241.96	15392	1.00	0.00	1.00	Cash
264.08	11605	1.00	22.43	2.00	Cash
287.67	13178	1.00	24.79	2.00	Cash
303.60	10791	1.00	26.36	2.00	Cash
320.12	15567	1.00	11.20	2.00	Cash
330.22	14815	1.00	12.28	2.00	Cash
348.21	19977	1.00	30.74	2.00	Cash
355.94	10559	1.00	14.88	2.00	Cash
362.20	16132	1.00	15.47	2.00	Cash
380.06	13828	1.00	37.26	3.00	Cash
395.01	14795	1.00	18.76	2.00	Cash
405.20	17554	1.00	19.75	2.00	Cash
434.07	18659	1.00	22.65	2.00	Cash
462.84	12852	1.00	45.61	3.00	Cash
466.32	17906	1.00	25.74	2.00	Cash
483.20	17721	1.00	47.60	3.00	Cash
491.61	18330	1.00	31.75	3.00	Cash

frequency

- ✓ 1.00
- ☐ 2.00
- ☐ 3.00

Payment_Method

- ○ Bank Transfer
- ● Cash
- ○ Credit Card
- ○ PayPal

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High CLV Customers