

Customer Analytics

Retention / R×F / LTV

◀ Country Trends

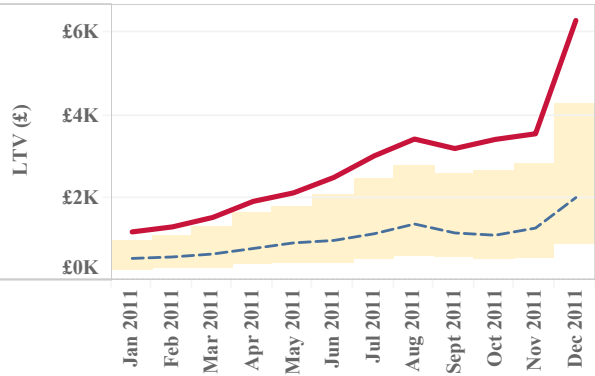
Cohort Heatmap

Cohort Month	1	2	3	4	5	6	7	8	9	10	11
Nov 2011	11%										
Oct 2011	24%	11%									
Sept 2011	23%	30%	11%								
Aug 2011	21%	25%	24%	12%							
Jul 2011	18%	21%	22%	27%	11%						
Jun 2011	17%	16%	26%	23%	33%	10%					
May 2011	19%	17%	17%	21%	23%	26%	10%				
Apr 2011	21%	20%	21%	20%	23%	22%	26%	7%			
Mar 2011	15%	25%	20%	22%	17%	27%	23%	28%	9%		
Feb 2011	19%	19%	28%	27%	25%	25%	28%	25%	31%	7%	
Jan 2011	22%	27%	23%	32%	29%	25%	24%	30%	33%	36%	12%

Frequency Rank					
Recency Rank	1	2	3	4	5
5	42	57	136	194	439
4	95	119	172	250	245
3	167	185	187	203	121
2	203	206	232	173	52
1	307	243	135	47	



- R×F heatmap — How to read
- Color: Log10(Avg Monetary) [£/customer]
 - Label: Customers (count)
 - Hover: Highlights LTV below



- LTV — how to read
- Avg LTV by Month — solid line
 - Median LTV by Month — dashed line
 - IQR (25–75th percentile) — shaded band
- Unit: £ (left axis)
- Tip: Hover a cell in the R×F heatmap above to highlight the corresponding LTV.