Customer Analytics

Retention / R×F / LTV



Nov 2011 11.1% Det 2011													
Oct 2011	Cohort Month	1	2	3	4	5	6	7	8	9	10	11	
Sept 2011 23.4% 30.1% 11.4%	Nov 2011	11.1%											
12.4% 12.4% 12.4% 12.4% 12.4% 12.4% 12.11 18.1% 20.7% 22.3% 27.1% 11.2	Oct 2011	24.0%	11.5%										
1	Sept 2011	23.4%	30.1%	11.4%									
17.4% 15.7% 26.4% 23.1% 33.5% 9.5%	aug 2011	20.7%	24.9%	24.3%	12.4%								
flay 2011 19.0% 17.3% 17.3% 20.8% 23.2% 26.4% 9.5% ppr 2011 21.3% 20.3% 21.0% 19.7% 22.7% 21.7% 26.0% 7.3% flar 2011 15.0% 25.2% 19.9% 22.3% 16.8% 26.8% 23.0% 27.9% 8.6% eb 2011 18.7% 18.7% 28.4% 27.1% 24.7% 25.3% 27.9% 24.7% 30.5% 6.8% an 2011 22.1% 26.6% 23.0% 32.1% 28.8% 24.7% 24.2% 30.0% 32.6% 36.5% 11 Frequency Rank 42 57 136 194 439 8.6 245 245 245 245 245 245 260er: Log10(Ayg Mogicuster) 121 121 121 120: Label: Customers (continuely Highlights LT 121 121 121 120: Label: Customers (continuely Highlights LT 121 121 121 121 121 121 121 121 121 121 122 123 121 121 123 <td>ul 2011</td> <td>18.1%</td> <td>20.7%</td> <td>22.3%</td> <td>27.1%</td> <td>11.2%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	ul 2011	18.1%	20.7%	22.3%	27.1%	11.2%							
Proper 2011 21.3% 20.3% 21.0% 19.7% 22.7% 21.7% 26.0% 7.3%	un 2011	17.4%	15.7%	26.4%	23.1%	33.5%	9.5%		_				
Tar 2011 15.0% 25.2% 19.9% 22.3% 16.8% 26.8% 23.0% 27.9% 8.6%	Tay 2011	19.0%	17.3%	17.3%	20.8%	23.2%	26.4%	9.5%		_			
teb 2011 18.7% 18.7% 28.4% 27.1% 24.7% 25.3% 27.9% 24.7% 30.5% 6.8% an 2011 22.1% 26.6% 23.0% 32.1% 28.8% 24.7% 24.2% 30.0% 32.6% 36.5% 11 Second Rank	pr 2011	21.3%	20.3%	21.0%	19.7%	22.7%	21.7%	26.0%	7.3%		_		
Recency Rank 1 2 3 4 5	1ar 2011	15.0%	25.2%	19.9%	22.3%	16.8%	26.8%	23.0%	27.9%	8.6%			
Frequency Rank 1 2 3 4 5 5	eb 2011	18.7%	18.7%	28.4%	27.1%	24.7%	25.3%	27.9%	24.7%	30.5%	6.8%		
1 2 3 4 5 5 4 4 4 4 4 4 4	an 2011	22.1%	26.6%	23.0%	32.1%	28.8%	24.7%	24.2%	30.0%	32.6%	36.5%	11.8%	
42 57 136 194 439 95 119 172 250 245 R×F heatmap — How to Color: Log10(Avg Mong E/customer) 167 185 187 203 121 • Label: Customers (content of the content o													
Part	ecency Rank	1		2		3		4 5		5			
95 119 172 250 245 • Color: Log 10(Avg Mo [£/customer] 167 185 187 203 121 • Label: Customers (core Hover: Highlights LT				_				194	439		DuFl 4 H 4		
• Hover: Highlights LT								250		245	• Color: Log1	• Color: Log10(Avg Monetar [£/customer]	
203 206 232 173 52		16′	7	185		187		203		121		• Label: Customers (count) • Hover: Highlights LTV be	
		203	3	206		232		173		52	1		
307 243 135 47		307		243		135		47					

