Count of Customer_ID by CLV Segment

4 (1.38%)

46 (15.86%)

240 (82.76%)

CLV Segment
- Low CLV
- Medium CLV
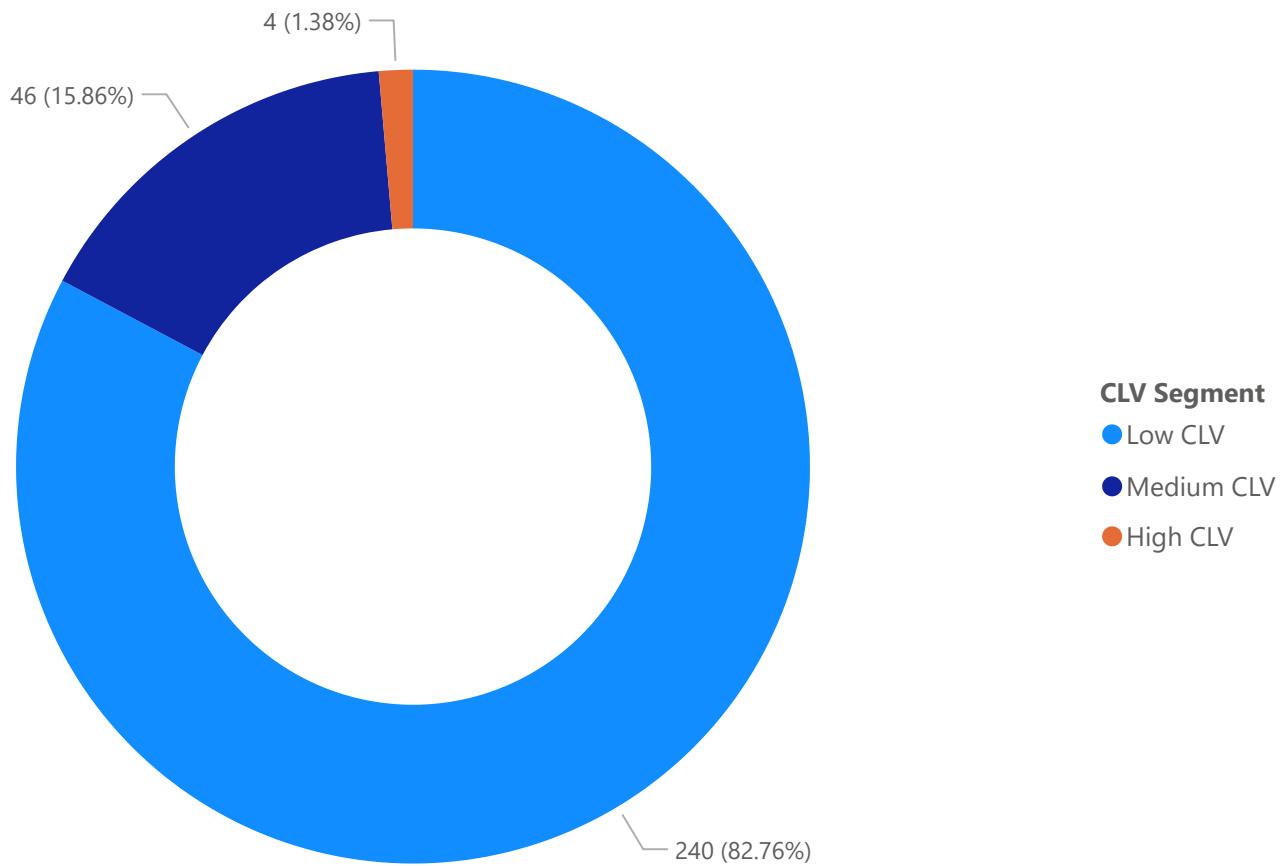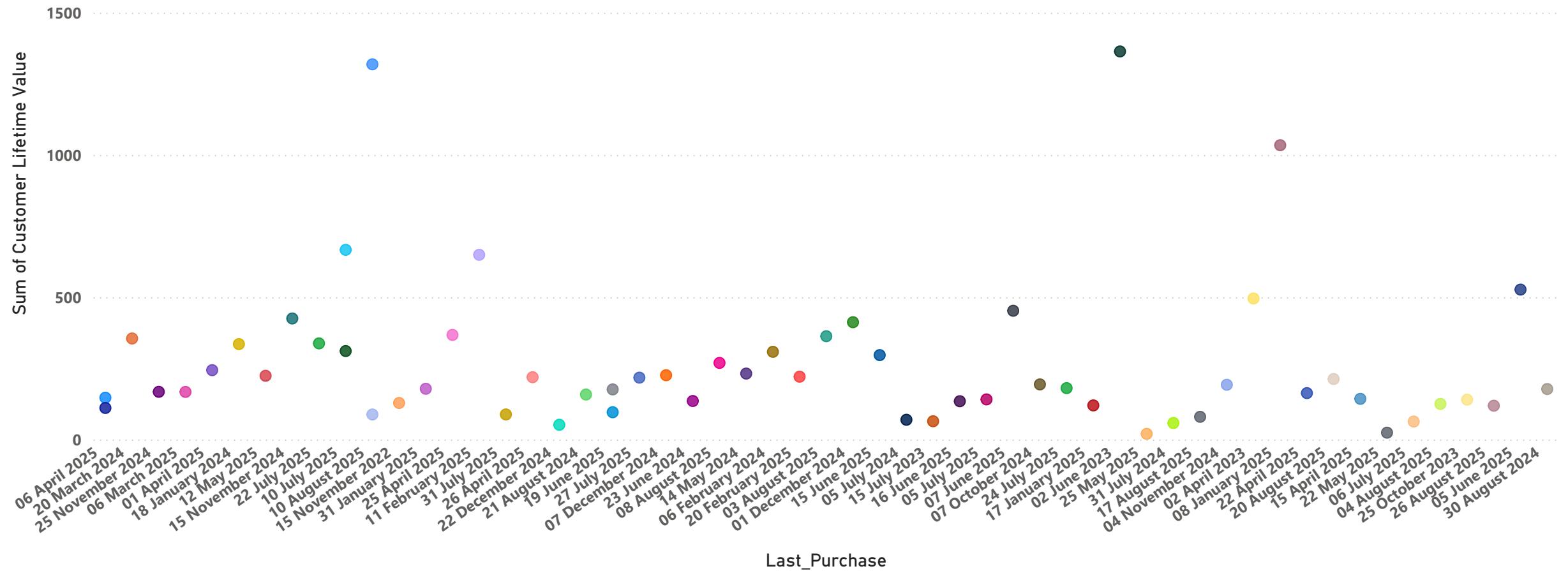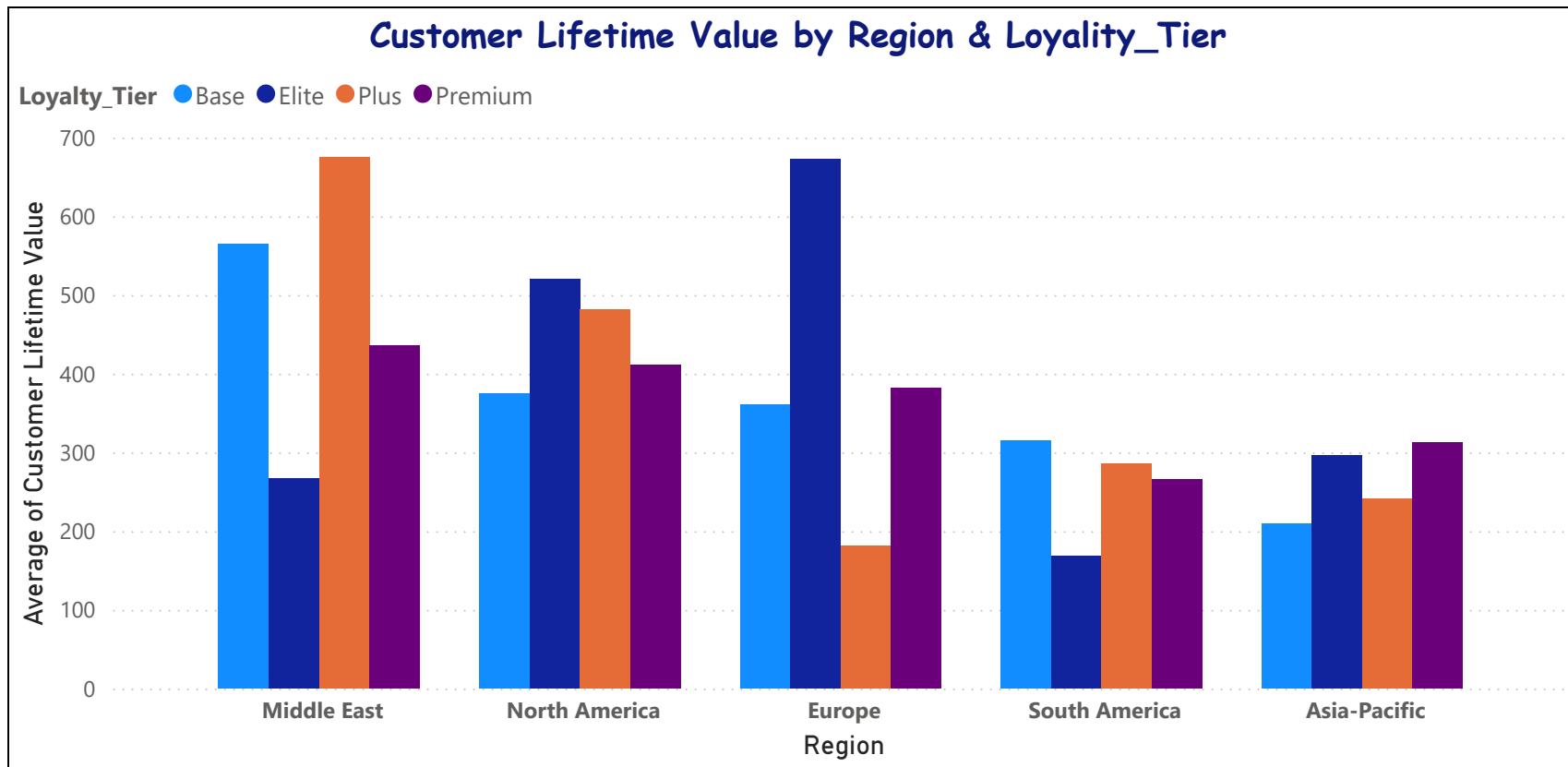- High CLV

Customer Lifetime Value by Customer_ID and Last_Purchase

Customer_ID ● CUST0001 ● CUST0002 ● CUST0003 ● CUST0004 ● CUST0005 ● CUST0007 ● CUST0008 ● CUST0009 ● CUST0010 ● CUST0011 ● CUST0012 ● CUST0014 ● CUST0015 ● CUST0016 ▶

Sum of Customer Lifetime Value

1500

1000

500

0

Last_Purchase

06 April 2025, 20 March 2024, 25 November 2024, 06 March 2025, 01 April 2025, 18 January 2024, 12 May 2025, 15 November 2024, 22 July 2025, 10 August 2025, 15 November 2022, 31 January 2025, 25 April 2025, 11 February 2025, 31 July 2025, 26 April 2025, 22 December 2024, 21 August 2024, 19 June 2025, 27 July 2025, 07 December 2024, 23 June 2024, 08 August 2025, 14 May 2024, 06 February 2024, 20 February 2025, 03 August 2025, 01 December 2024, 15 June 2025, 05 July 2024, 16 July 2023, 05 June 2025, 07 June 2024, 07 October 2024, 24 July 2025, 17 January 2025, 02 June 2023, 25 May 2025, 31 July 2024, 17 August 2025, 04 November 2024, 02 April 2023, 08 January 2025, 22 August 2025, 20 August 2024, 15 April 2025, 22 May 2025, 06 July 2025, 04 August 2025, 25 October 2023, 26 August 2025, 05 June 2025, 30 August 2024

Customer Lifetime Value by Region & Loyality_Tier

INSIGHTS:

1. Majority of customers have Low CLV (82.76%) with few in Medium CLV (15.86%) and High LV segments (1.38%).

2. There is a wide range of individual CLVs with some customers showing much higher lifetime value on recent purchase dates.

3. Europe's Base tier has the highest average CLV among region and tiers.