

# Customer Lifetime Value Dashboard

## Total Revenue

56.72K!

Target: 59.57K (-4.79%)

## Total Customer

1599✓

Target: 1591 (+0.5%)

## CLV

8.06✓

Target: (Blank) (+Infinity%)

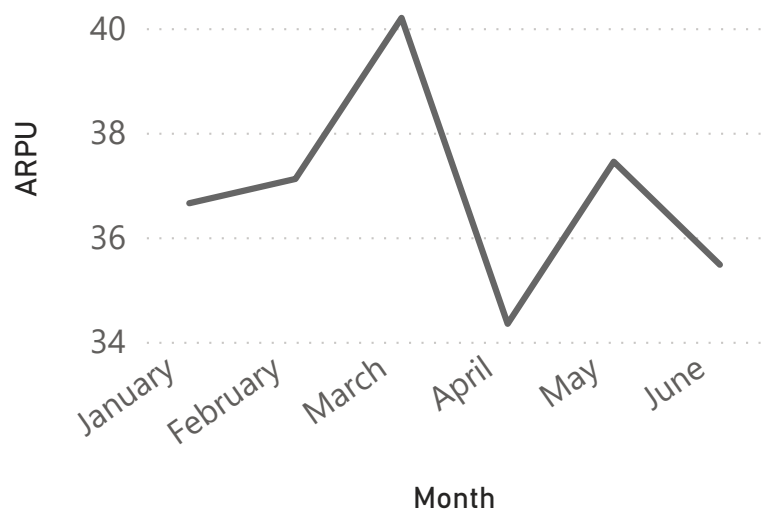
## Churn Rate

37.34✓

Target: (Blank) (+Infinity%)

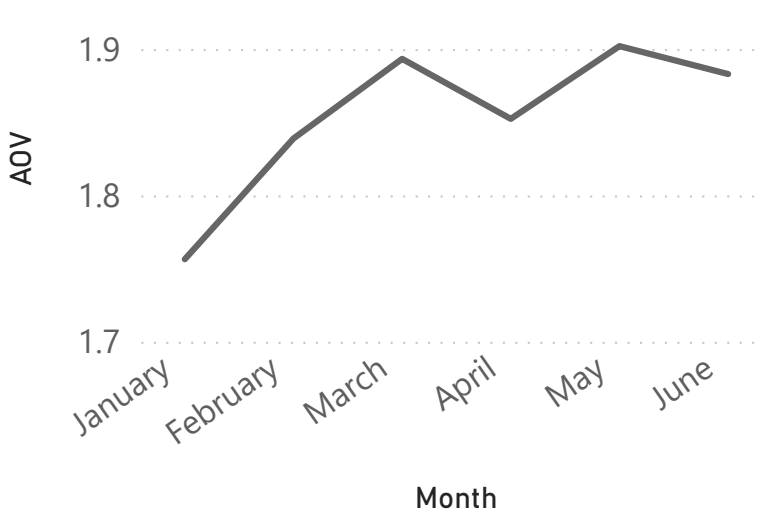
### Average Revenue Per User

Year ● 2008



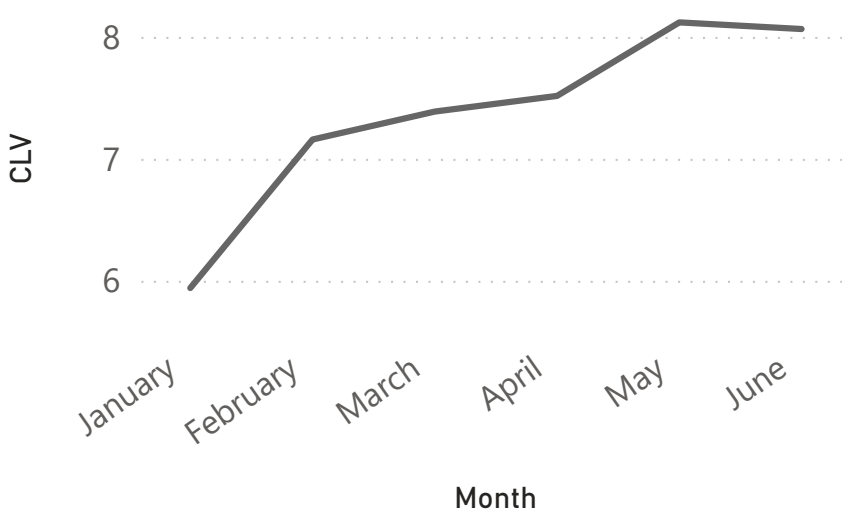
### Ticket Size

Year ● 2008



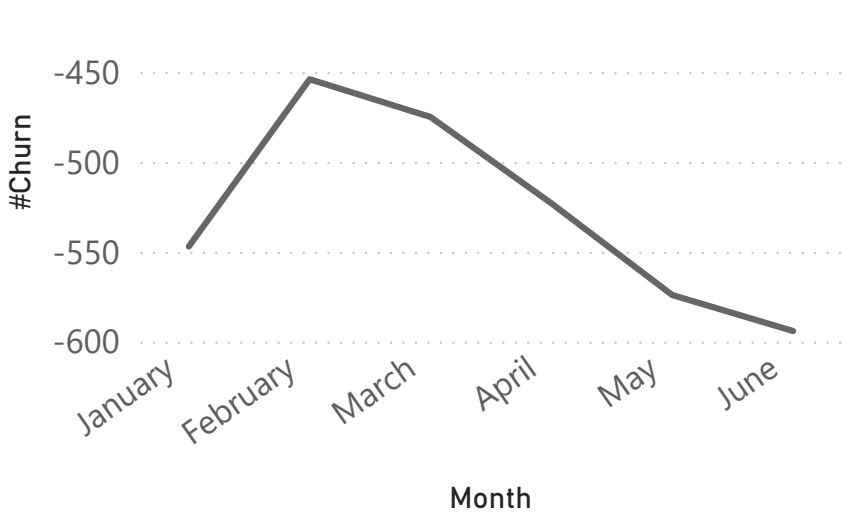
### CLV

Year ● 2008



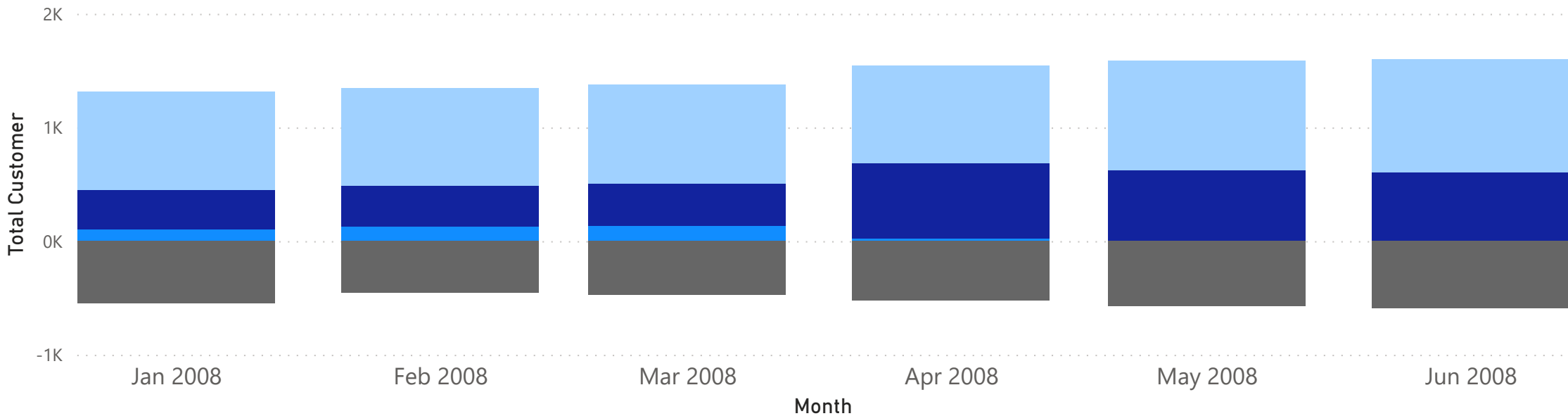
### CHURN

Year ● 2008

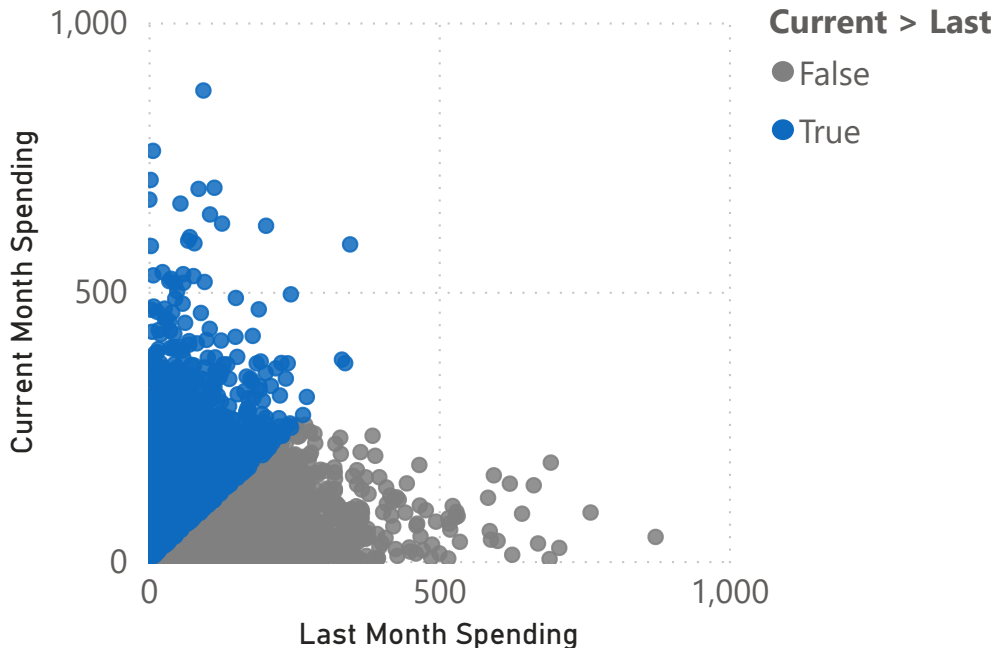


### Customer Movement

● NEW\_STATUS ● REACTIVATED\_STATUS ● REPEAT\_STATUS ● CHURN\_STATUS



### Current VS Last Month Spending



Select Time Range

1/1/2008

6/30/2008



Year	TOTAL	PREVIOUS_TOTAL	CHURN_RATE	ALT	TOTAL_SPEND	TOTAL_TRANSACTION	AOV	ARPU	CHURN_STATUS	CLV	PREVIOUS_CLV
☐ 2006	12206	10721	35.36	0.03	485,457.96	256979	1.89	39.77	-3791	65.21	
☐ January				Infinity							
☐ February				Infinity							
☐ March				Infinity							
☐ April	1003			Infinity	33,813.75	17567	1.92	33.71		Infinity	
☐ May	1219	1003	32.70	0.03	50,842.36	27195	1.87	41.71	-328	6.97	Infinity
☐ June	1251	1219	35.44	0.03	50,780.27	27052	1.88	40.59	-432	6.63	6.97
☐ July	1409	1251	32.61	0.03	55,110.40	29226	1.89	39.11	-408	8.15	6.63
☐ August	1450	1409	37.05	0.03	55,415.23	30157	1.84	38.22	-522	7.19	8.15
☐ September	1497	1450	35.79	0.03	61,420.20	33037	1.86	41.03	-519	7.78	7.19
☐ October	1449	1497	37.21	0.03	55,596.28	31009	1.79	38.37	-557	6.98	7.78
☐ November	1443	1449	36.02	0.03	55,404.05	29945	1.85	38.40	-522	7.41	6.98
☐ December	1485	1443	34.86	0.03	67,075.42	31791	2.11	45.17	-503	8.99	7.41
☐ 2007	16976	17053	36.53	0.03	681,869.10	366093	1.86	40.17	-6229	86.56	8.99
☐ January	1405	1485	37.78	0.03	54,628.81	31279	1.75	38.88	-561	6.50	8.99
☐ February	1328	1405	36.16	0.03	51,006.60	28495	1.79	38.41	-508	6.57	6.50
☐ March	1417	1328	32.38	0.03	57,848.57	31518	1.84	40.82	-430	8.03	6.57
☐ April	1372	1417	37.12	0.03	55,075.72	30058	1.83	40.14	-526	6.77	8.03
☐ May	1391	1372	35.50	0.03	55,903.58	30671	1.82	40.19	-487	7.14	6.77
☐ June	1440	1391	35.23	0.03	57,890.18	30797	1.88	40.20	-490	7.68	7.14
☐ July	1458	1440	36.74	0.03	60,308.60	32098	1.88	41.36	-529	7.46	7.68
☐ August	1448	1458	38.27	0.03	56,745.05	30127	1.88	39.19	-558	7.13	7.46
☐ September	1437	1448	38.60	0.03	56,806.76	31167	1.82	39.53	-559	6.78	7.13
☐ October	1414	1437	38.14	0.03	56,460.22	30604	1.84	39.93	-548	6.84	6.78
☐ November	1458	1414	35.64	0.03	58,067.47	29998	1.94	39.83	-504	7.92	6.84
☐ December	1408	1458	36.28	0.03	61,127.54	29281	2.09	43.41	-529	8.10	7.92
☐ 2008	9362	10175	42.27	0.02	333,506.63	179820	1.85	35.62	-4301	41.08	8.10
☐ January	1314	1408	38.85	0.03	48,158.69	27419	1.76	36.65	-547	5.94	8.10
☐ February	1345	1314	34.55	0.03	49,920.11	27147	1.84	37.12	-454	7.16	5.94
☐ March	1378	1345	35.32	0.03	55,390.69	29256	1.89	40.20	-475	7.39	7.16
☐ April	1540	1378	37.95	0.03	52,889.21	28553	1.85	34.34	-523	7.52	7.39
☐ May	1591	1540	37.27	0.03	59,574.60	31322	1.90	37.44	-574	8.12	7.52
☐ June	1599	1591	37.34	0.03	56,723.15	30125	1.88	35.47	-594	8.06	8.12
☐ July	595	1599	70.92	0.01	10,850.18	5998	1.81	18.24	-1134	1.52	8.06
Total	38544	37949	37.74	0.03	1,500,833.69	802892	1.87	38.94	-14321	190.92	