



Customer LTV calculation

Get the Customer Avg expenditure per visit and Number of visits as Order placed - Customer_Order

```
Select c.customer_id, avg(o.amount) avg_exp From Customer as c, Order as O
Where c.customer_id = O.customer_id
Group by c.customer_id
```

Get average number of visit per Week from Site_Visits - Customer-Visits

```
Select cv.customer_id , avg(cv.Num_visits_weekly) as avg_visit_weekly
(Select c.customer_id, count(*) as Num_visits_weekly
From Customer as c, Visits as v
Where c.customer_id = v.customer_id
Group by c.customer_id, week_start) as cv
Group by cv.customer_id
```

The above to queries could be a subqueries or temp tables, which will be combined to calculated LTV for customer

```
Select co.customer_id, (52*(co.avg_exp*acv.vg_visit_weekly))*10 as customer_LTV
From customer_order as co, customer_visits as cv
Where co.customer_id = cv.customer_id
```

Additional Query Scenario

1. Top N LTV customers
2. Average customer expenditure per visit
3. Number of visits per week
4. Number of Orders per week
5. Compare revenue and visits
6. Customer expenditure pattern by quarters to identify and seasonal trends