fynl.io

FREE WORKSHEET

Customer lifetime value worksheet

Find each of the four inputs in your own records, then work out the number by hand.

1. Gather last year's numbers

Number	Where to find it	Yours
A. Revenue last year	Accounts, invoices or card statements	
B. Number of sales (jobs, visits, orders)	Invoice list or booking history	
C. Different customers who bought	Unique names on that list	
D. Direct cost of delivering the work	Materials, subcontractors, card fees, delivery	
E. Years a typical customer stays	Your records, or 1 ÷ yearly churn rate	

2. Work it out

Average sale = A ÷ B	$
Purchases per customer per year = B ÷ C	
Revenue per customer per year = average sale × purchases	$
Gross margin = (A − D) ÷ A	%
Lifetime revenue = revenue per year × E	$
Customer lifetime value = lifetime revenue × gross margin	$

3. Worked example (dog groomer)

$70 average sale × 8 visits a year = $560 a year. × 3 years = $1,680 lifetime revenue. × 65% margin = **$1,092 customer lifetime value**.

4. Check it

- ☐ Same answer in the free calculator at fynl.io/customer-lifetime-value-calculator
- ☐ Used profit (with margin), not revenue, as the spending ceiling
- ☐ Worked out separately for any very different customer group (one-off vs regular)

The full guide: fynl.io/blog/customer-lifetime-value-formula/

Free CLV calculator: fynl.io/customer-lifetime-value-calculator