

# It's time to calculate!

Now you have all you need to know; it's time to calculate the lifetime value of your customer.

Understanding this will help you build long-lasting relationships with your customers, increase revenue and profitability and help take your business to the next level.

Have a go! →

## Customer Lifetime Value Calculator

### Class Revenue:

Number of Classes

X

Price of Classes (£)

### Additional Revenue Streams:

Merchandise

Birthday Parties

Other

Uniform

Events

Other

Camps

1:1 Tuition

Other

### Lifetime Value of Customer:

Total Revenue

X

Years at Club

### Totals:

Total Class Revenue (£):

Total Additional Revenue (£):

Total Revenue (£):

Total Lifetime Value (£):