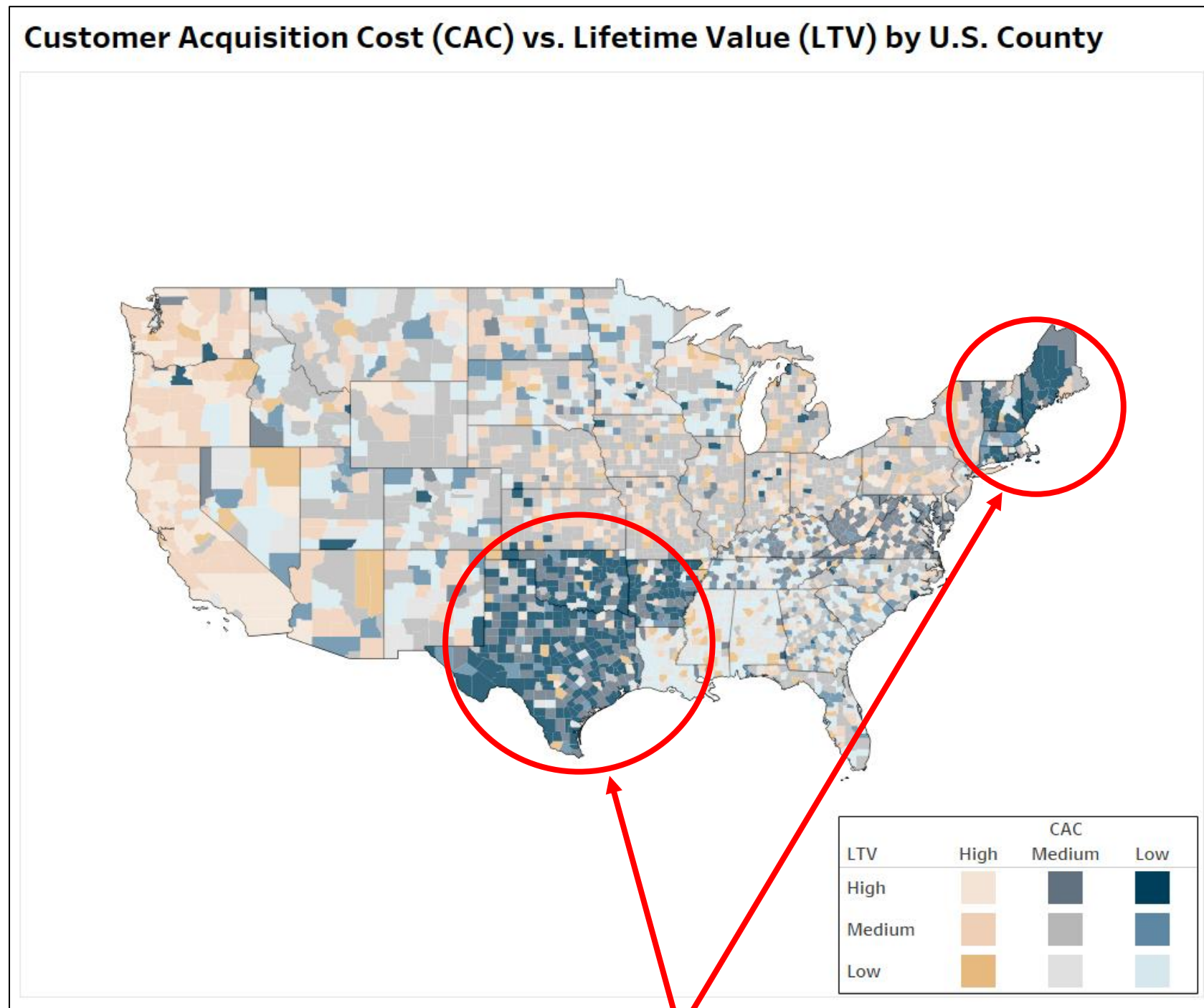


Choropleth Map (Bivariate)

*Single map captures both variables –
CAC & LTV*



*Quickly spots high-value, low-cost regions
(Low CAC – High LTV)*

Choropleth: Traditional Way

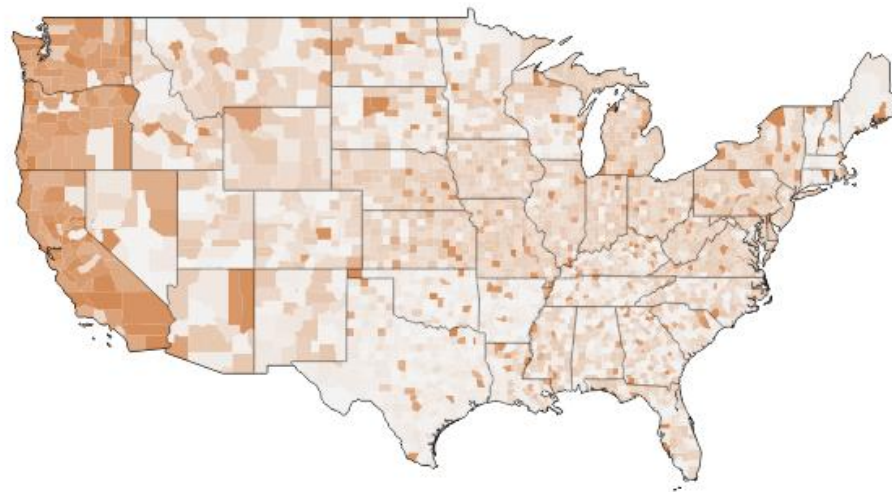
*Shows only one metric per map —
harder to align CAC & LTV for clear ROI clusters*

Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV) by U.S. County

Average CAC

50.1

500.0

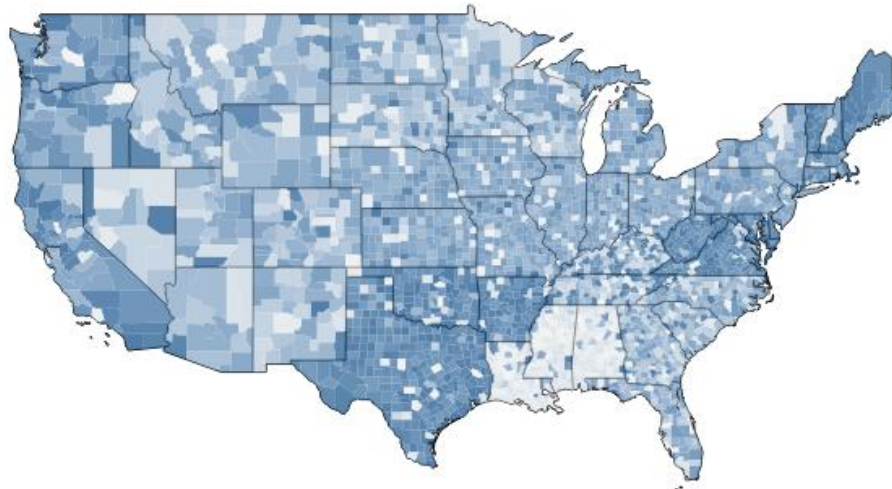


CAC

Average LTV

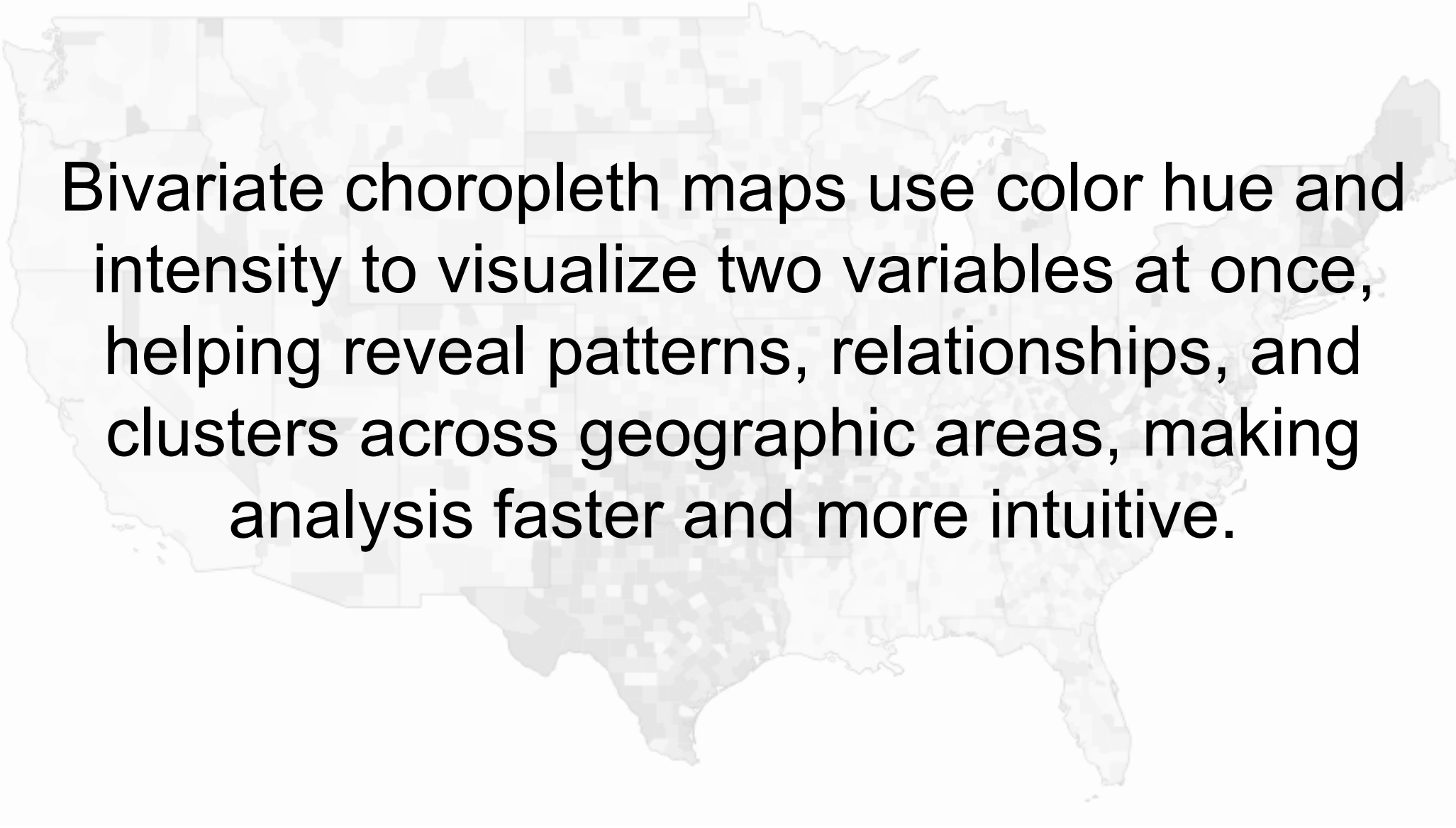
11

14,990



LTV

Bivariate Choropleth Maps: Visualizing Dual Metrics Effectively



Bivariate choropleth maps use color hue and intensity to visualize two variables at once, helping reveal patterns, relationships, and clusters across geographic areas, making analysis faster and more intuitive.