Dashboard Visualization Annual Customer Activity Growth Analysis

Average Monthly Active Users by year

- 2016: 109
- 2017: 3695
- 2018: 5338

Total New Customers by year

- 2016: 326
- 2017: 43708
- 2018: 52062

Repeat Customers by year

- 2016: 3
- 2017: 1256
- 2018: 1167

Average Frequency Orders by year

- 2016: 1.01
- 2017: 1.03
- 2018: 1.02