



eStore Monitoring Dashboard



65796

Total Customers



€ 1,824,716.20

Total Revenue



262689

Total Sales



3.99

Average Sales / Customer



02/01/2022

Date



Our Customers



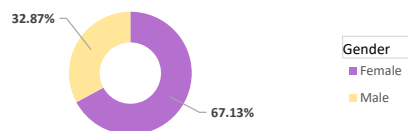
Latest Sales



Customer Engagement

Customer Count

Customer Gender Distribution

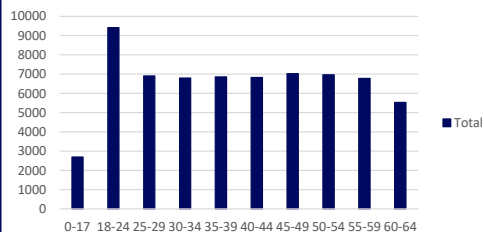


The average age of our customers is...

39.59

Customer Count

Customer Age Distribution



Age Category

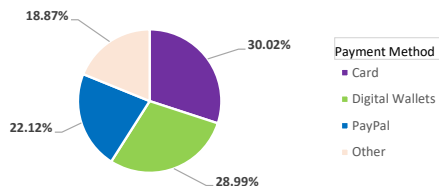
On their latest purchase, our customers have spent an average of...

15.97

Euros

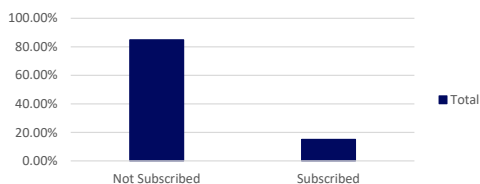
Percentage

Payment Methods Used



Percentage

Newsletter Subscribers



Newsletter Status

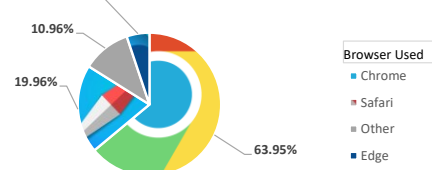
While making these purchases, the average time spent on the website by our customers is...

9.98

Minutes

Percentage

Browser Used



The percentage of latest sales where vouchers were used is...

25.03%

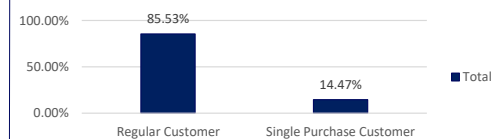
On average, the difference between latest purchases with vouchers and without is...

-0.01

Euros

Percentage

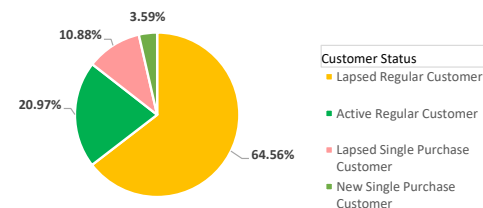
Returning / Single Purchase Customers



Customer Status

Percentage

Detailed Customer Status



Customer Status

- Lapsed Regular Customer
- Active Regular Customer
- Lapsed Single Purchase Customer
- New Single Purchase Customer