



# 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



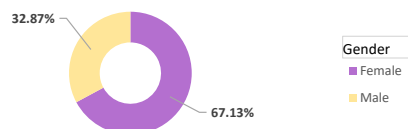
## Latest Sales



## Customer Engagement

Customer Count

### Customer Gender Distribution

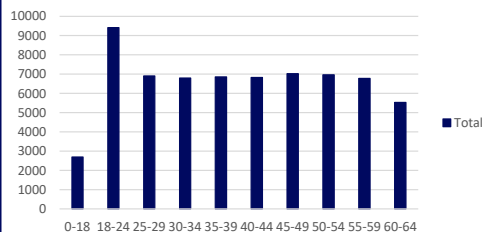


The average age of our customers is...

39.59

Customer Count

### Customer Age Distribution



Age Category

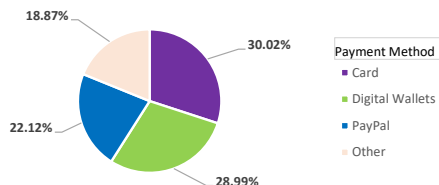
On their latest purchase, our customers have spent an average of...

15.97

Euros

Percentage

### Payment Methods Used



Percentage

### Newsletter Subscribers



Newsletter Status

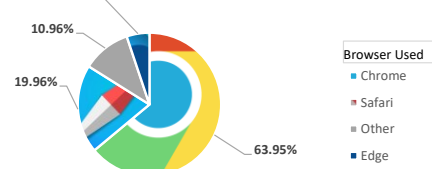
While making these purchases, the average time spent on the website by our customers is...

9.98

Minutes

Percentage

### Browser Used



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

25.03%

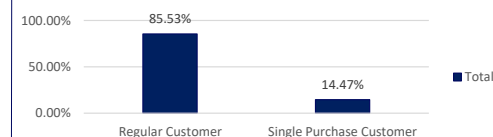
On average, the difference between latest purchases with vouchers and without is...

-0.01

Euros

Percentage

### Returning / Single Purchase Customers



Customer Status

Percentage

### Detailed Customer Status

