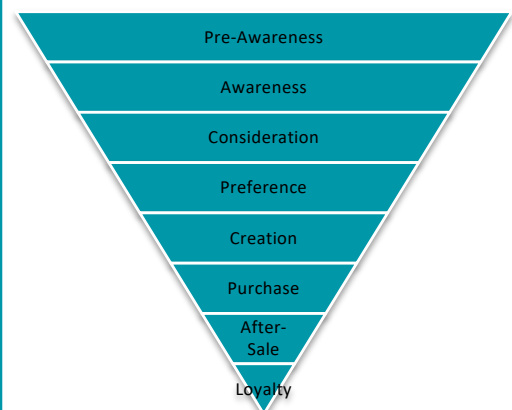myFUJIFILM is a webshop for personalised photo products.

In order to be able to target our communication and our products to our customer's needs, we want to learn more about their behavior and their interests. Which products do they like? Which products are often ordered together? How often do they order in our shop? How many customers do not return after their first purchase? Etc.

Customer Experience following the Customer Journey

Pre-Awareness

Awareness

Consideration

Preference

Creation

Purchase

After-Sale

Loyalty

Task

We want to create a dashboard that shows us information about the customer.

1. It should contain the customer value - a KPI that is particularly interesting for us.
2. Do you know other KPIs that could be interesting for us and therefore be included in the dashboard?

Please show /describe how you would approach this task.