

# TechHub Executive Performance KPI and Analytics 2023/2024

Age Group  
18-25  
65+

## Total Revenue

£31,689,597

KPI - Total Revenue

31,689,597

## Total Customers

2,960

KPI - Total Customers

0K

Abc

Customer Type  
New  
Returning

## Average Order Value

1,047

KPI - Average Order Value

## KPI- Top Customer Count by Age Group

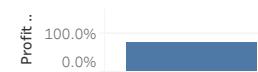
KPI- Top Customer Count by Age Group

Age Group

## Profit Margin %

78.5%

KPI - Profit Margin % (Fixed)



## Top Customer Segment

Age Group: 36-45

Customer Segmentation Scatter Plot



## Customers Acquisition Rate

£3,500.00

KPI - Customer Acquisition Rate

Abc