

Executive Overview

Total Customers

93,358

Total Revenue

\$15.49M

Average Order Value

\$160.32

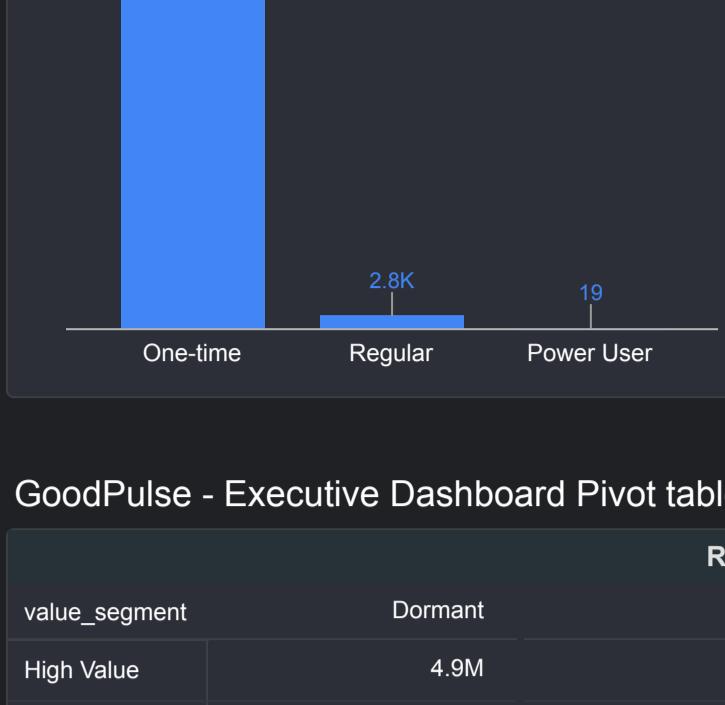
Total Orders

96.5K

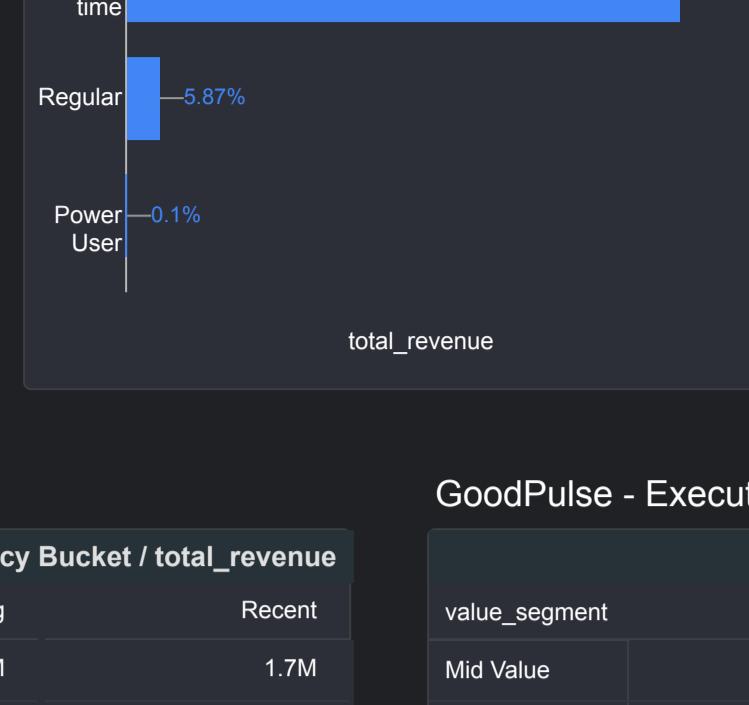
Repeat Rate

3.00%

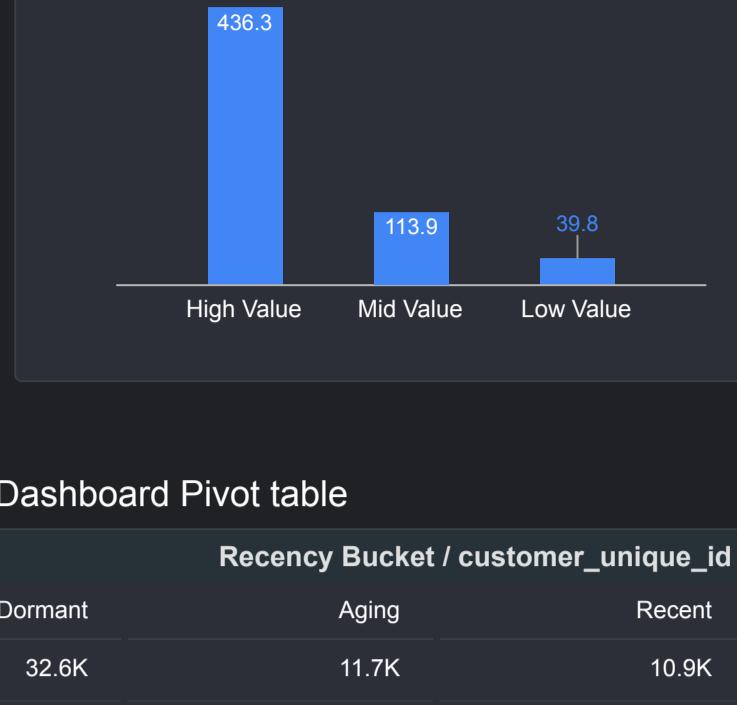
Customer Distribution by Frequency



Revenue by Frequency Segment



Revenue per Customer (Monetization Imbalance)



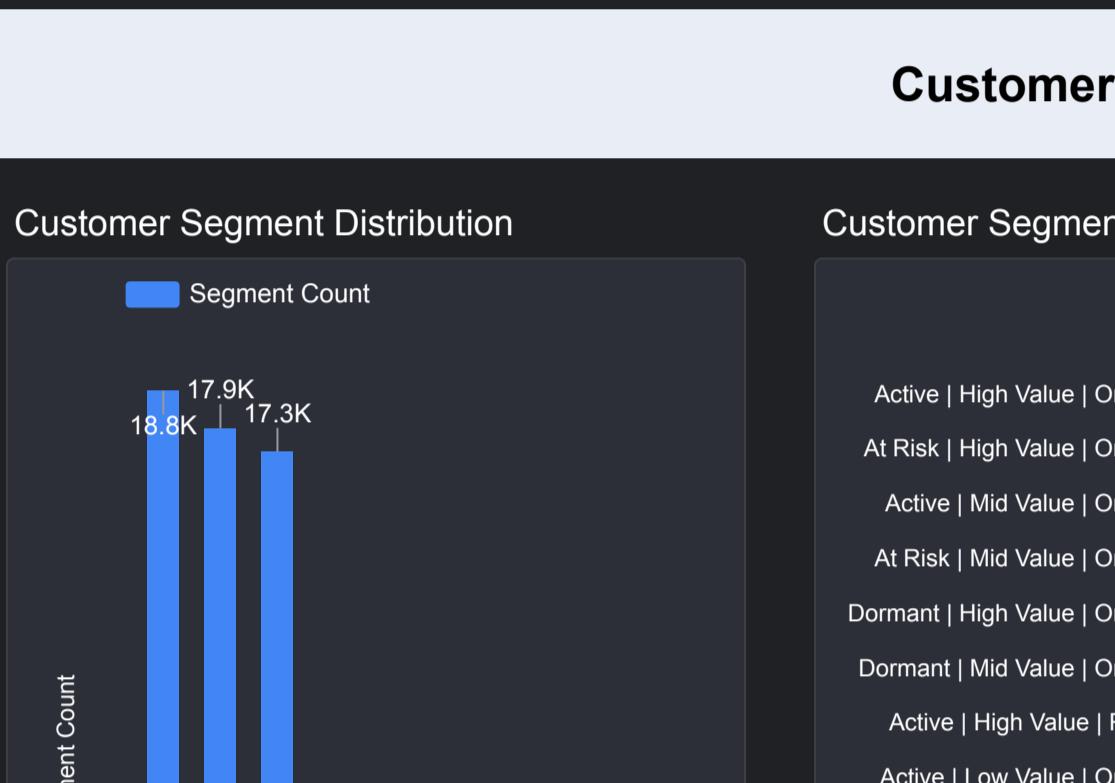
GoodPulse - Executive Dashboard Pivot table

| | | Recency Bucket / total_revenue | | |
|---------------|--|--------------------------------|--------|--------|
| value_segment | | Dormant | Aging | Recent |
| High Value | | 4.9M | 1.8M | 1.7M |
| Mid Value | | 3.7M | 1.4M | 1.3M |
| Low Value | | 447.3K | 153.5K | 147.4K |

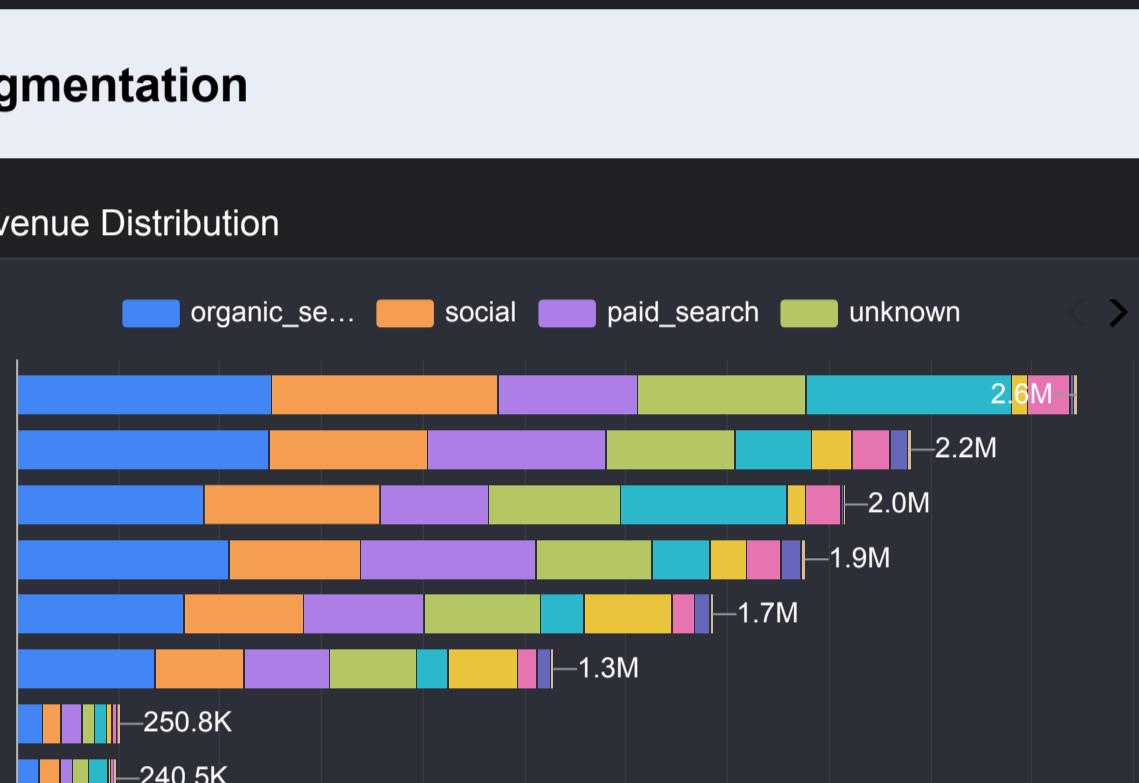
GoodPulse - Executive Dashboard Pivot table

| | | Recency Bucket / customer_unique_id | | |
|---------------|--|-------------------------------------|-------|--------|
| value_segment | | Dormant | Aging | Recent |
| Mid Value | | 32.6K | 11.7K | 10.9K |
| High Value | | 11.3K | 4.2K | 3.9K |
| Low Value | | 11.2K | 3.8K | 3.7K |

Monthly Revenue Trend

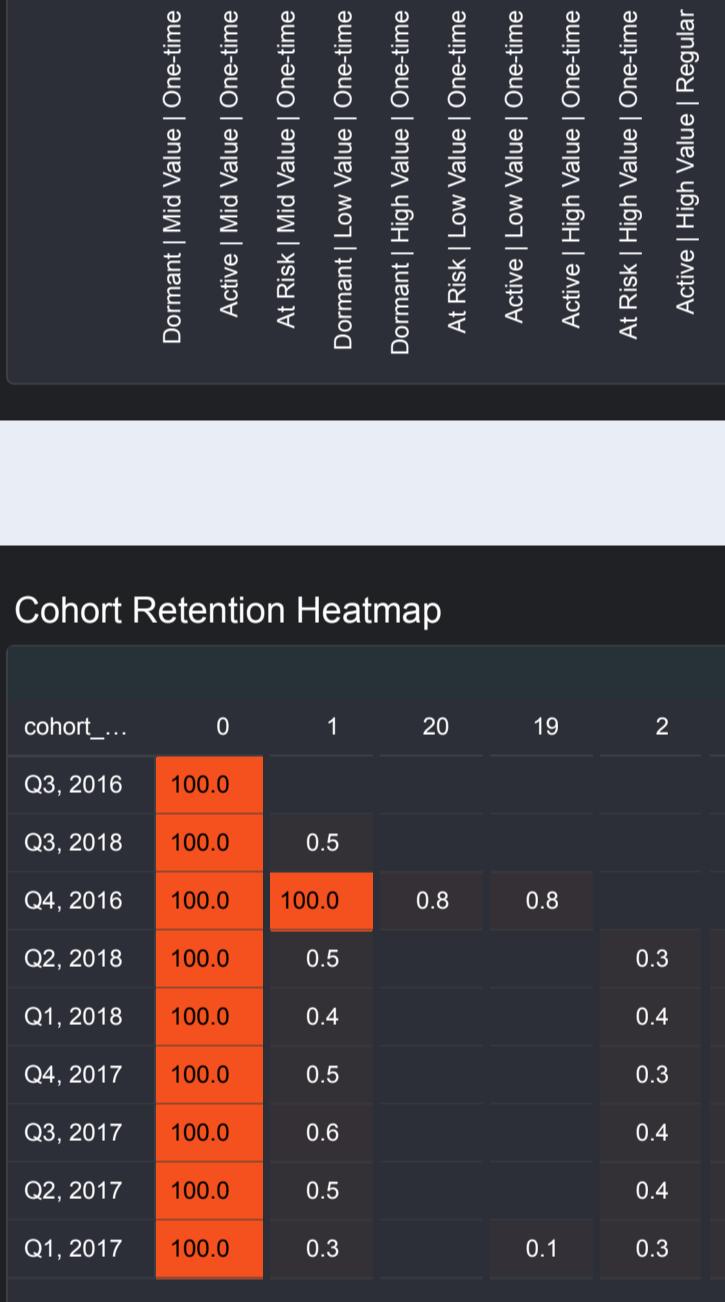


Impact of Delivery Days on Review Score

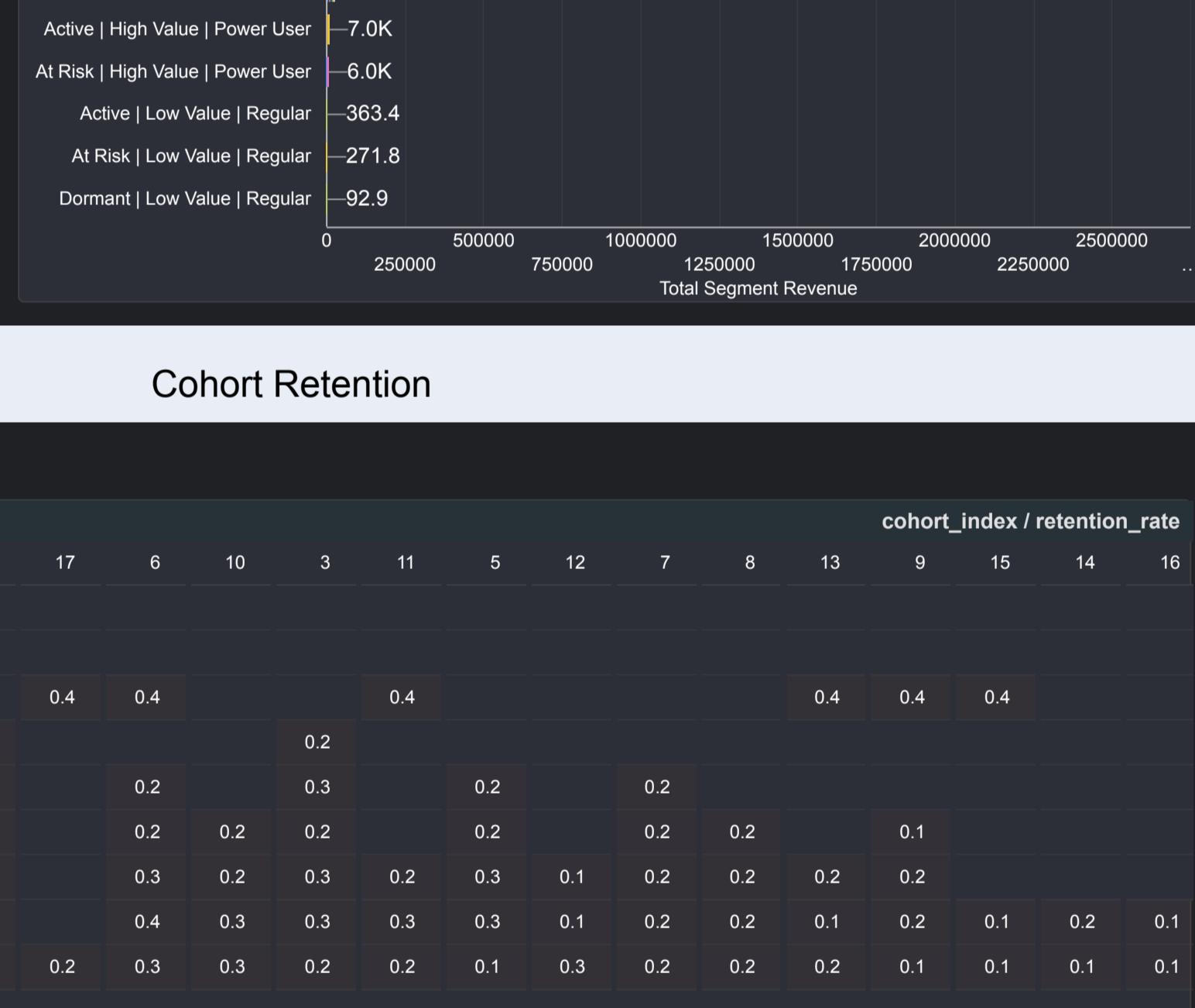


Customer Segmentation

Customer Segment Distribution



Customer Segment Revenue Distribution

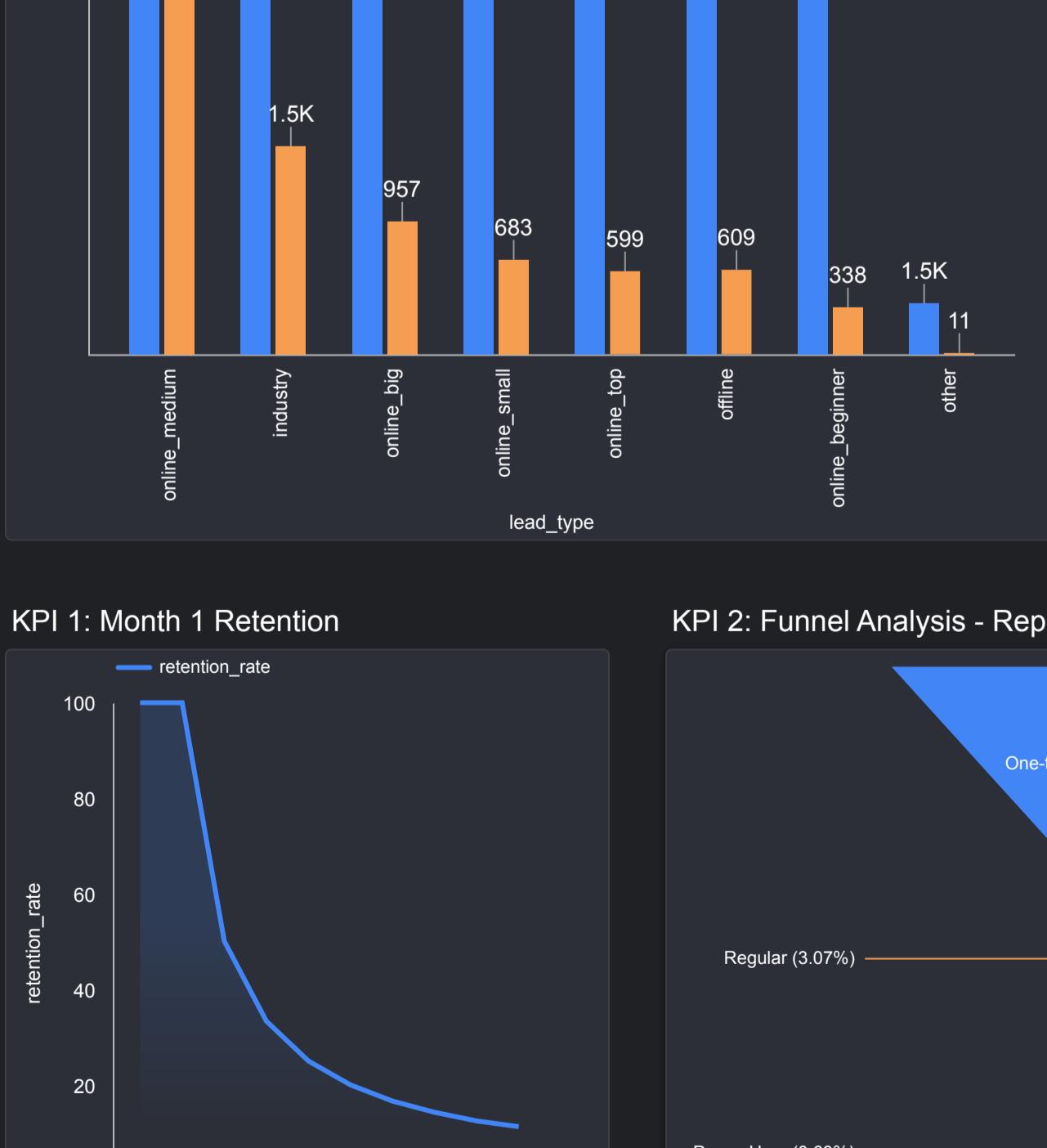


Cohort Retention

Cohort Retention Heatmap

| cohort_index | 0 | 1 | 20 | 19 | 2 | 4 | 17 | 6 | 10 | 3 | 11 | 5 | 12 | 7 | 8 | 13 | 9 | 15 | 14 | 16 |
|--------------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Q3, 2016 | 100.0 | | | | | | | | | | | | | | | | | | | |
| Q3, 2018 | 100.0 | 0.5 | | | | | | | | | | | | | | | | | | |
| Q4, 2016 | 100.0 | 100.0 | 0.8 | 0.8 | | | 0.4 | 0.4 | | | 0.4 | | | | | | | 0.4 | 0.4 | 0.4 |
| Q2, 2018 | 100.0 | 0.5 | | | 0.3 | 0.1 | | | 0.2 | | | 0.2 | | | | | | | | |
| Q1, 2018 | 100.0 | 0.4 | | | 0.4 | 0.2 | | 0.2 | | 0.3 | | 0.2 | | | 0.2 | | | | | |
| Q4, 2017 | 100.0 | 0.5 | | | 0.3 | 0.2 | | 0.2 | | 0.2 | | 0.2 | | | 0.2 | | | 0.1 | | |
| Q3, 2017 | 100.0 | 0.6 | | | 0.4 | 0.4 | | 0.3 | | 0.3 | | 0.3 | | | 0.1 | | | 0.2 | | |
| Q2, 2017 | 100.0 | 0.5 | | | 0.4 | 0.3 | | 0.4 | | 0.3 | | 0.3 | | | 0.1 | | 0.2 | 0.1 | 0.2 | 0.1 |
| Q1, 2017 | 100.0 | 0.3 | | 0.1 | 0.3 | 0.4 | 0.2 | 0.3 | 0.3 | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |

Revenue by Acquisition Channel



Lifecycle Revenue Distribution

