

Executive Overview

Total Customers

93,358

Total Revenue

\$15.49M

Average Order Value

\$160.32

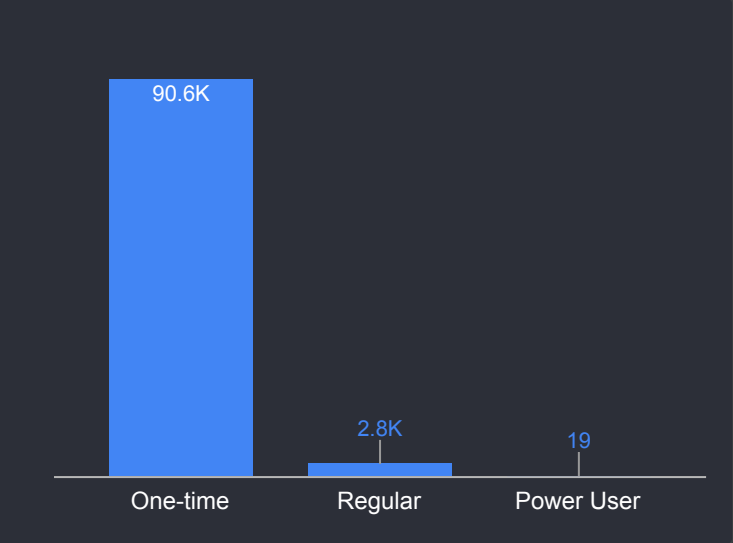
Total Orders

96.5K

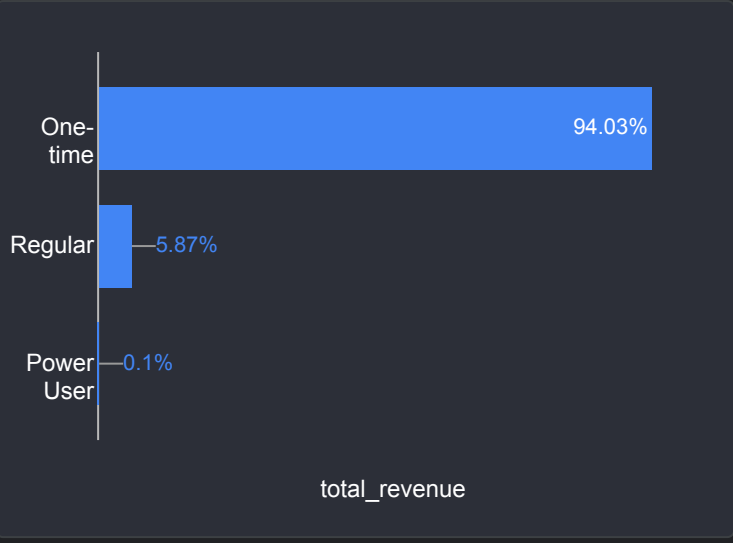
Repeat Rate

3.00%

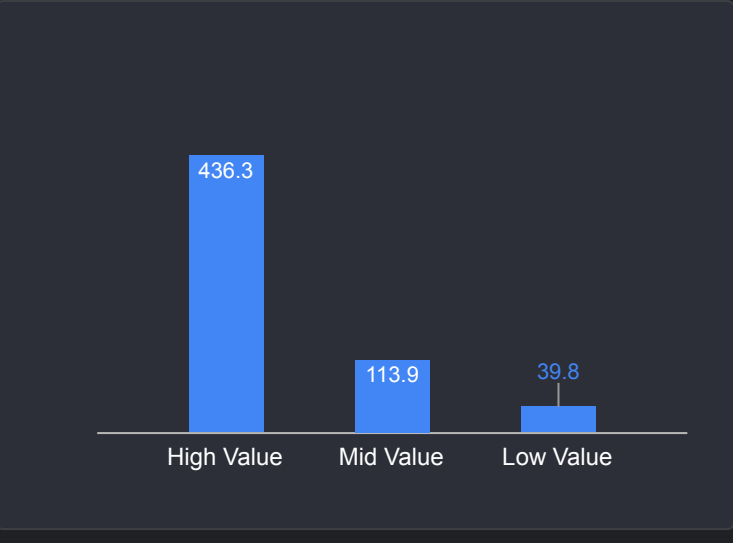
Customer Distribution by Frequency



Revenue by Frequency Segment



Revenue per Customer (Monetization Imb...



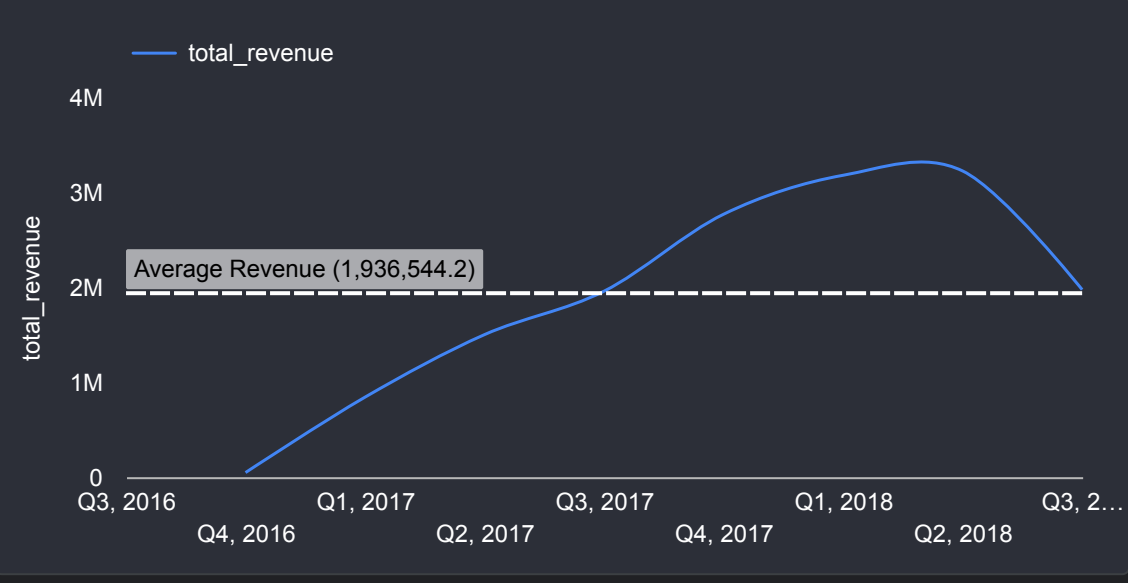
GoodPulse - Executive Dashboard Pivot table

value_segment	Recency Bucket / total_revenue		
	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

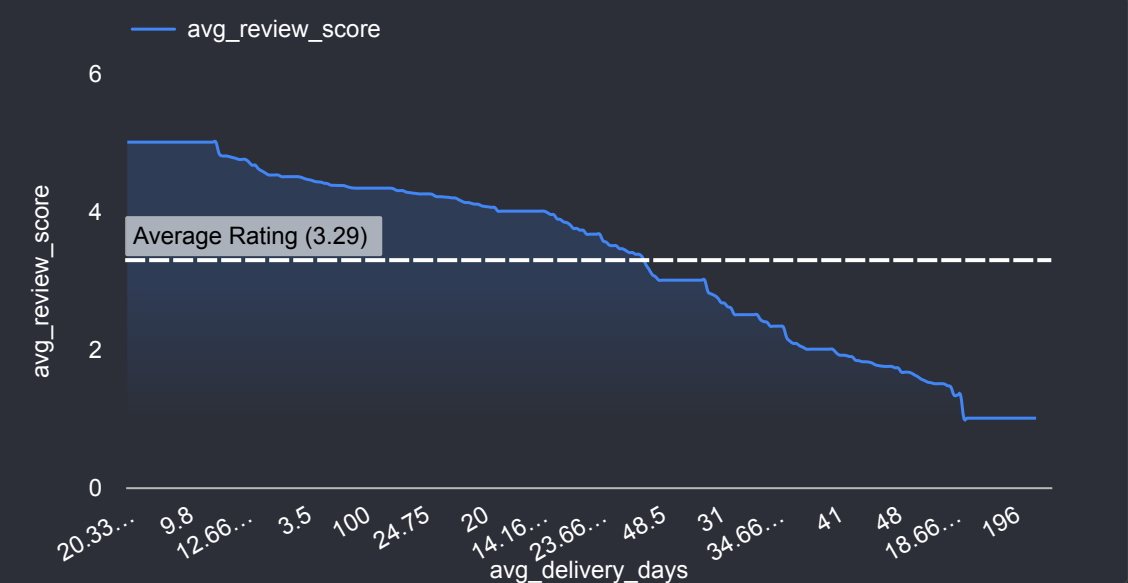
GoodPulse - Executive Dashboard Pivot table

value_segment	Recency Bucket / customer_unique_id		
	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

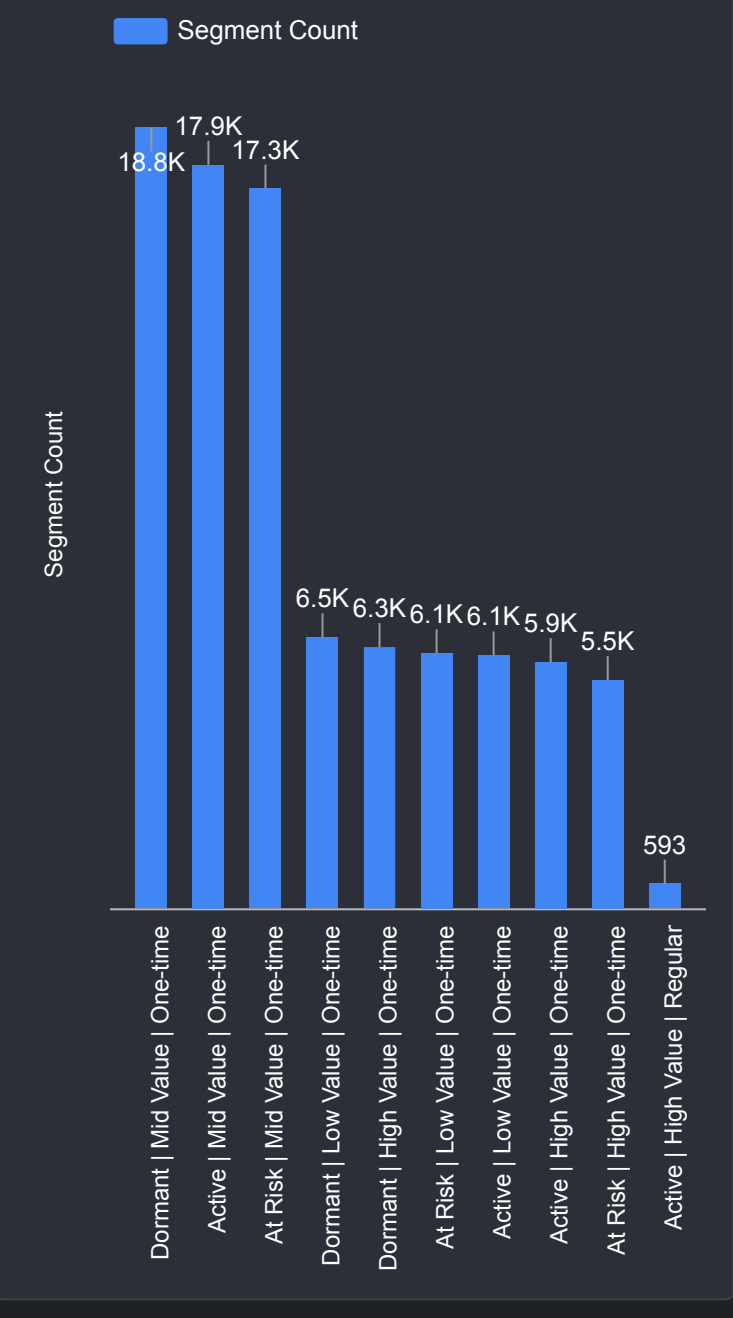


Impact of Delivery Days on Review Score

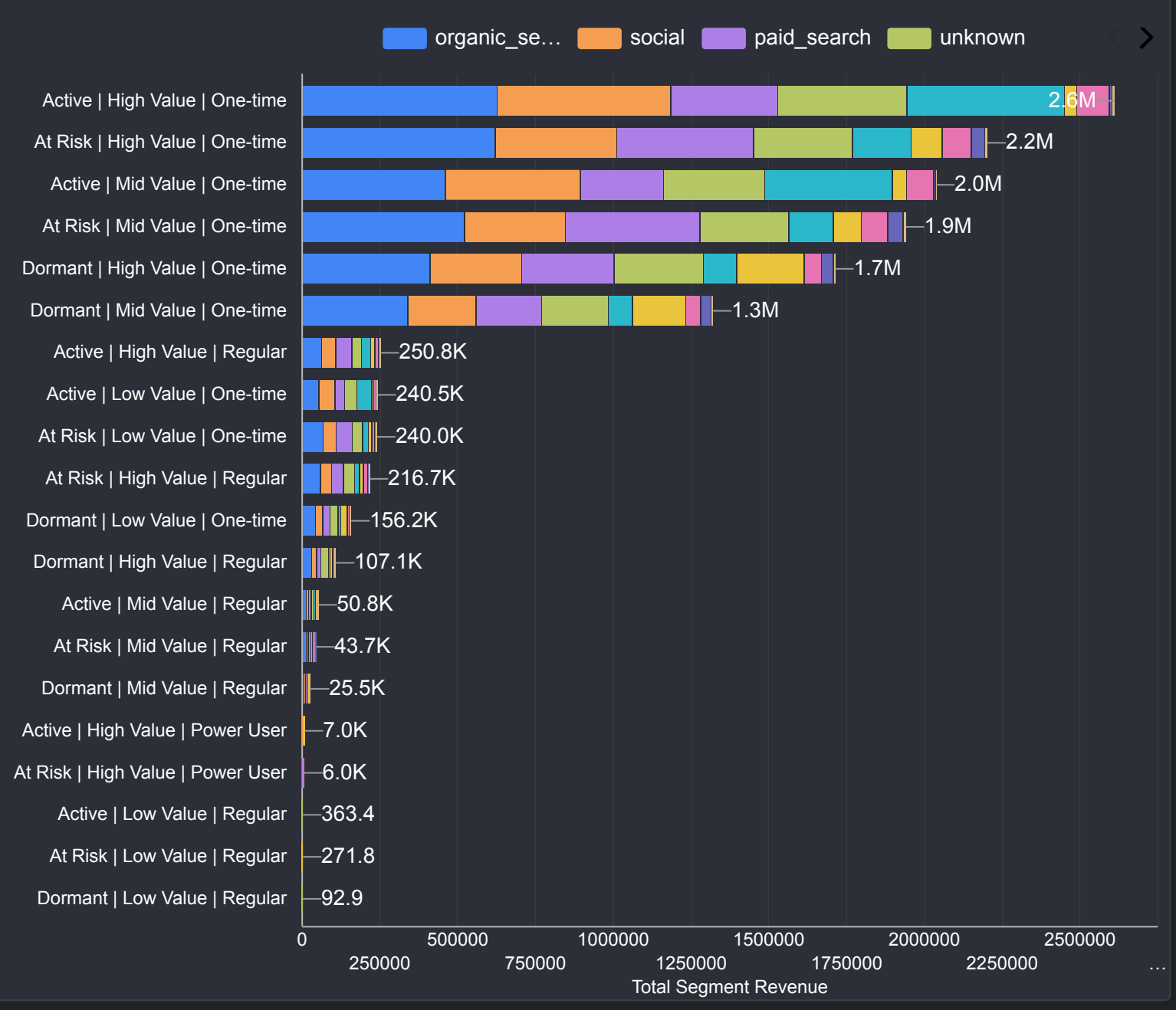


Customer Segmentation

Customer Segment Distribution



Customer Segment Revenue Distribution

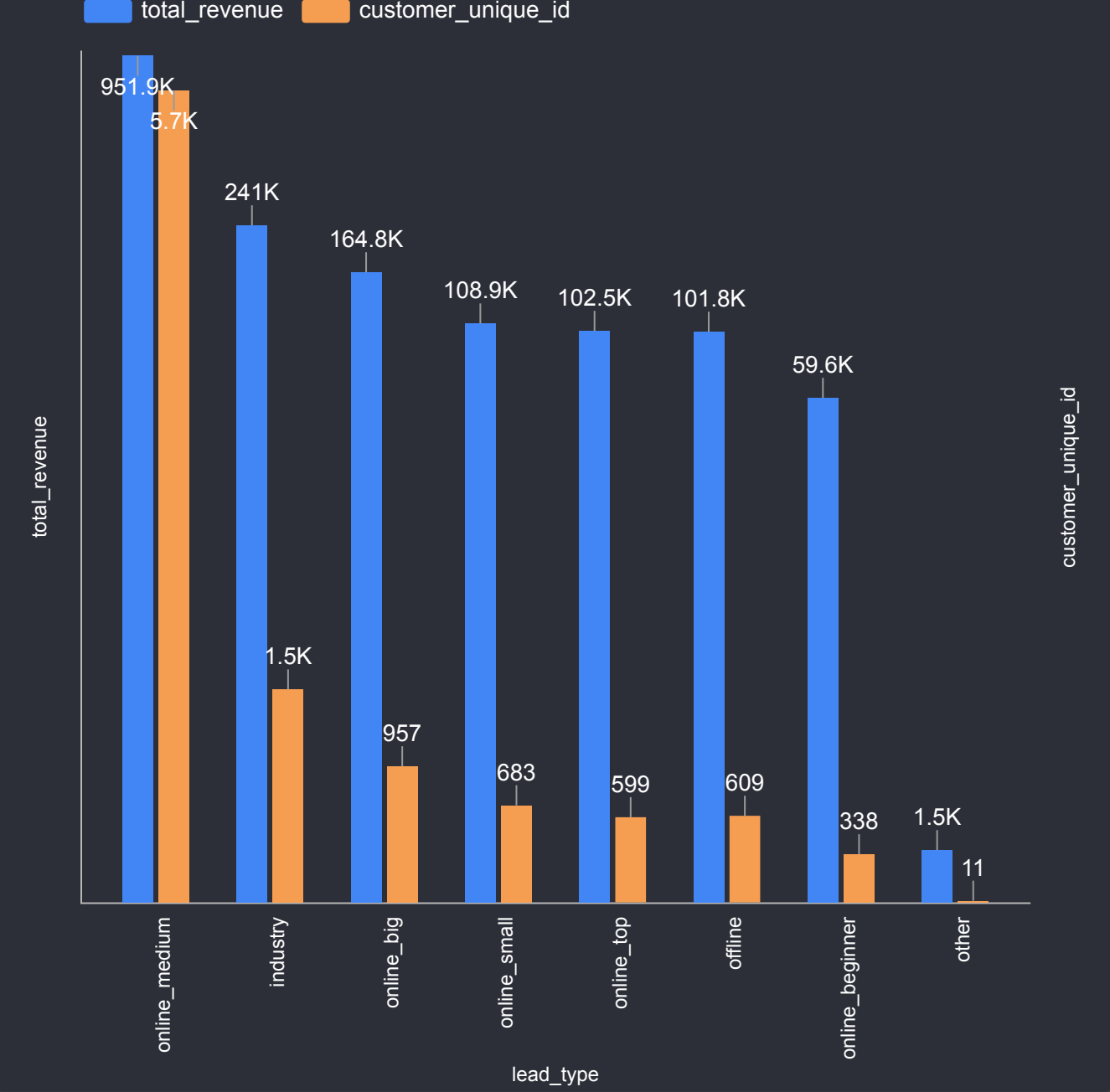


Cohort Retention

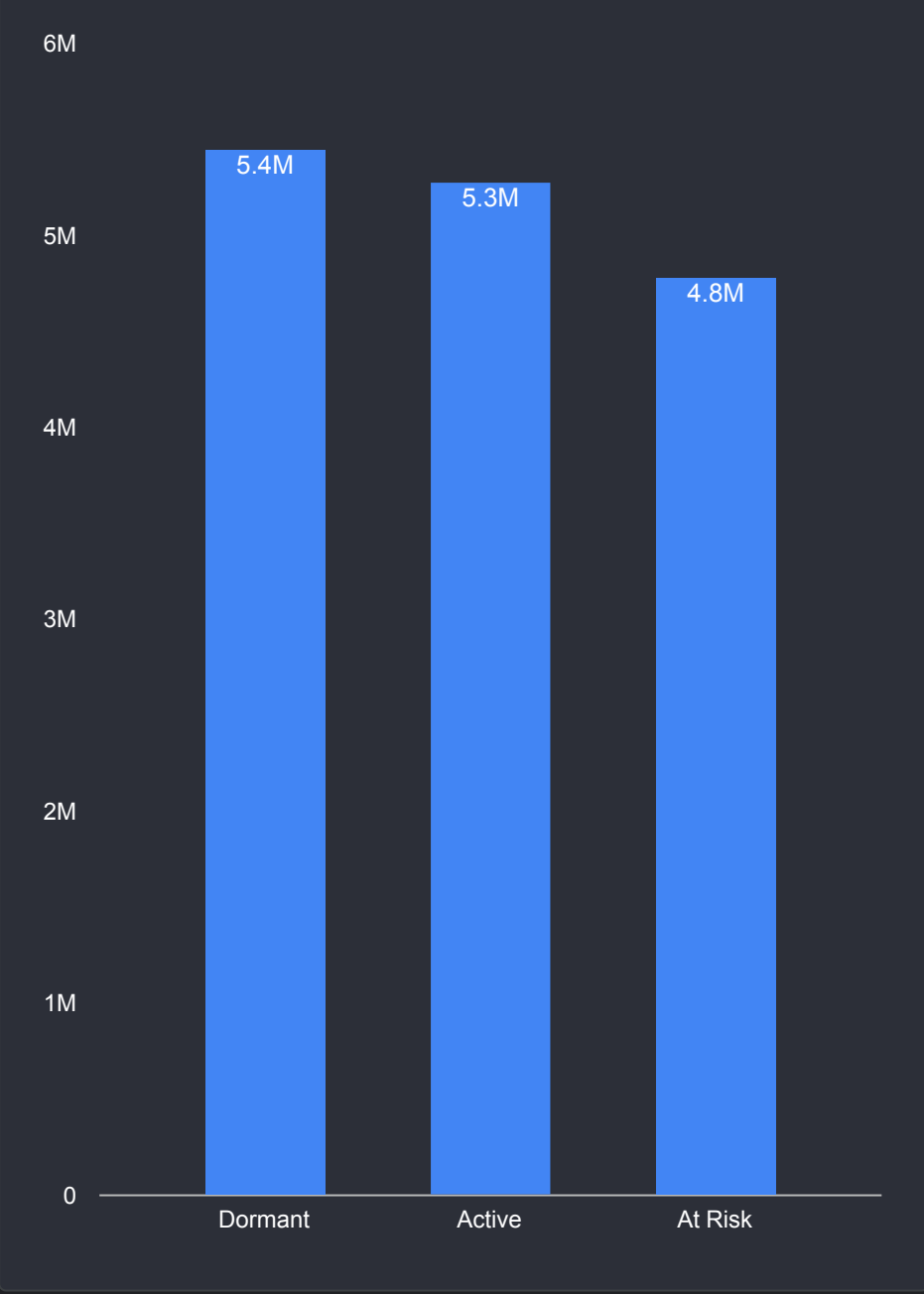
Cohort Retention Heatmap

cohort_...	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											
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		0.2	0.2		0.1			
Q3, 2017	100.0	0.6			0.4	0.4		0.3	0.2	0.3	0.2	0.3	0.1	0.2	0.2	0.2	0.2			
Q2, 2017	100.0	0.5			0.4	0.3		0.4	0.3	0.3	0.3	0.3	0.1	0.2	0.2	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

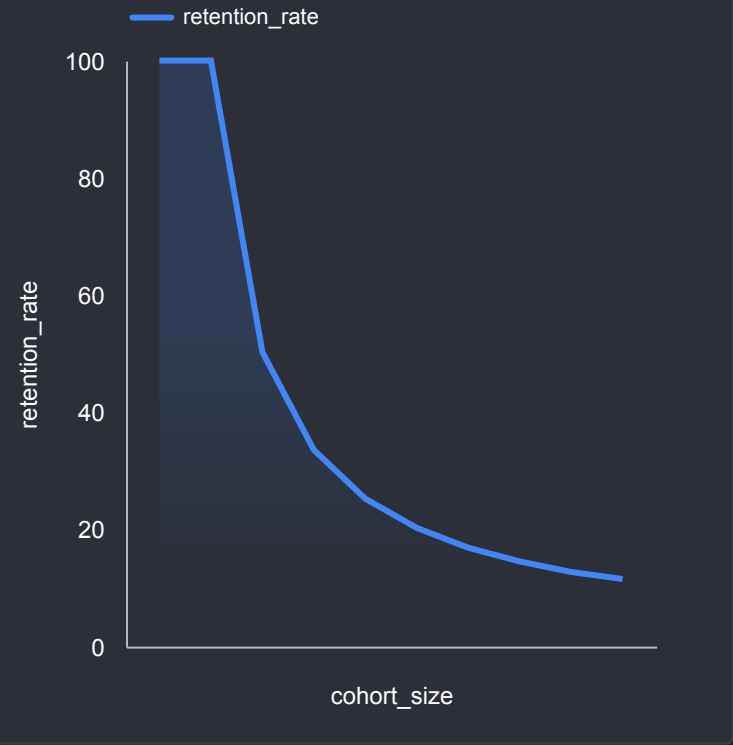
Revenue by Acquisition Channel



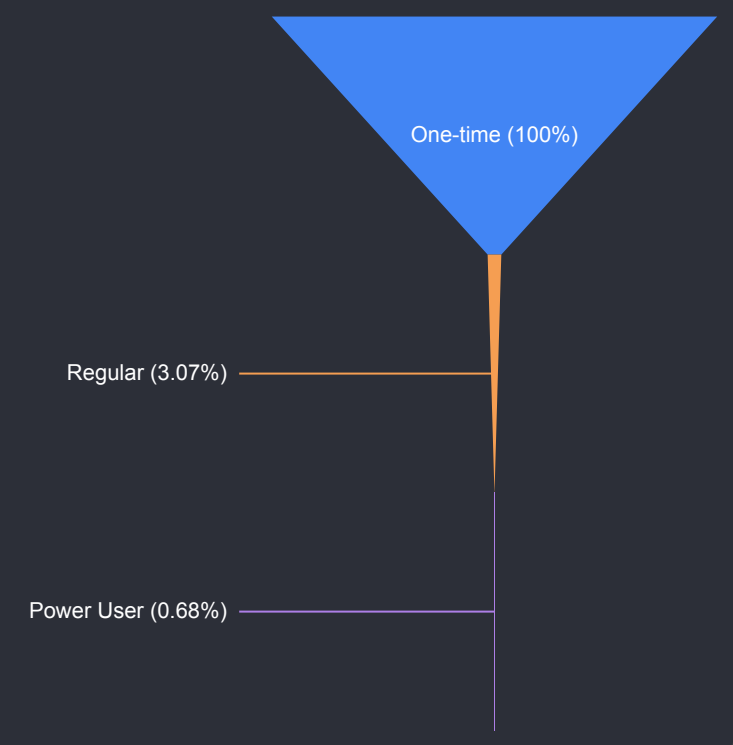
Lifecycle Revenue Distribution



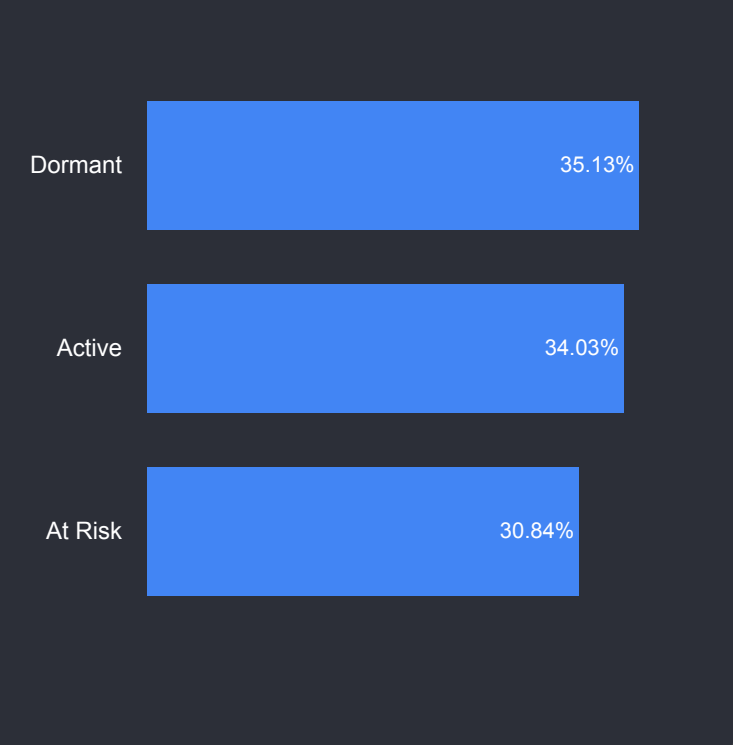
KPI 1: Month 1 Retention



KPI 2: Funnel Analysis - Repeat Purchase ...



KPI 3: Revenue from Active Customers



KPI 4: Revenue Concentration by Value Se...

