

CRM Business Performance Dashboards

A complete analysis

CRM Business Performance Dashboard

Total customer_id in Jun 2025

3.30K↓

May 2025: 3.83K

% of Difference From

13.74%↓

Average of customer_id

250.50

churned2 with MAX customer_id(N)

66.09K

churned2 wise average customer_id: 62.63K

Revenue by Country

country	Revenue
Canada	\$36,130.00
India	\$28,980.00
UK	\$28,120.00
USA	\$27,510.00
Australia	\$26,700.00
+ 2 more...	

Ratio of country-wise customer_id by Industry

country	Industry	Ratio
Australia	Education	~10%
Canada	Finance	~10%
Germany	Healthcare	~10%
India	Manufacturing	~10%
UK	Retail	~10%
USA	Technology	~10%
Unknown	Unknown	~10%

Most Used Features

feature_name	Total usage_count
Email Campaigns	~7100
Integrations	~7600
Leads Module	~8000
Reports	~7600
Workflow Automation	~7800

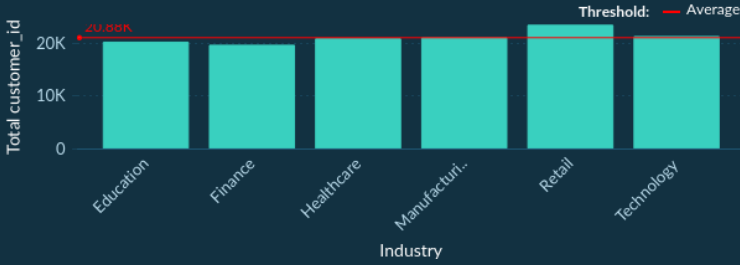
Top 10 name by Revenue

name	Total total_revenue
Donna Berry	~1500
Donna Rob.	~500
Gregory Pe.	~400
William Car.	~300
Michele Va.	~200
Edwin David	~100
Thomas Do.	~100
Dale Ryan	~100
Ashley Smith	~100
Deborah W.	~100

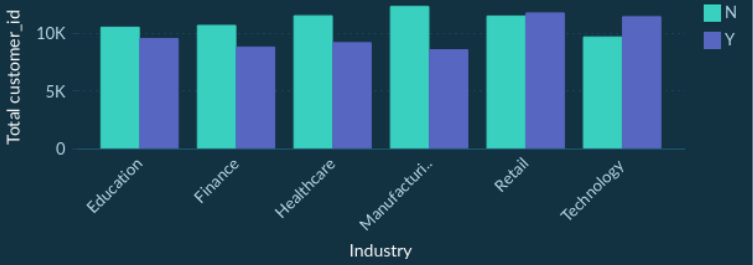
Country-wise customer_id

country	customer_id
Australia	21.81K
Canada	19.55K
Germany	23.89K
India	20.88K
UK	20.23K
USA	18.89K

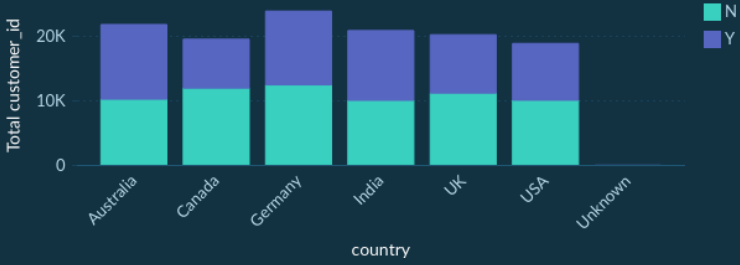
Industry-wise customer_id



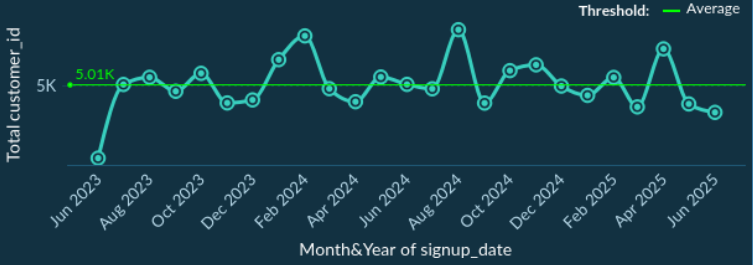
Industry-wise customer_id by churned2



Country-wise customer_id by churned2



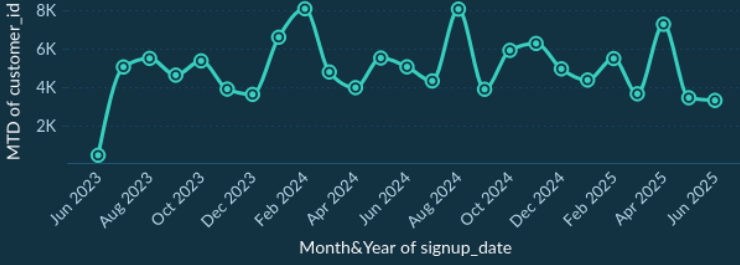
Customer_id Across Months



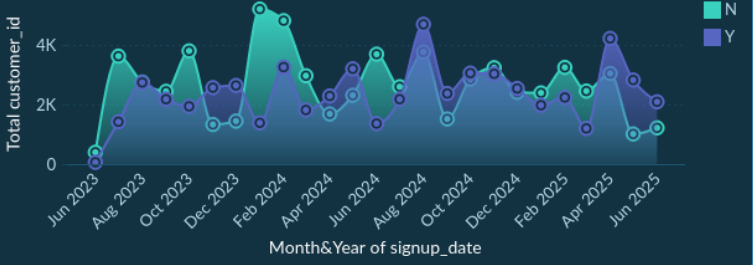
Running customer_id Across Months



Month to Date(MTD) customer_id by each Month



Customer_id Across Months by churned2



Signup_date-wise customer_id by churned



Customer_id distribution across Months by churned2

Month&Year of signup_date	N		Y		Total customer_id
Jun 2023		87.2%		12.8%	100.0%
Jul 2023		71.8%		28.2%	100.0%
Aug 2023		50.1%		49.9%	100.0%
Sep 2023		52.9%		47.1%	100.0%
Oct 2023		66.2%		33.8%	100.0%
Nov 2023		34.1%		65.9%	100.0%
Dec 2023		35.4%		64.6%	100.0%
Jan 2024		79.0%		21.0%	100.0%
Feb 2024		59.7%		40.3%	100.0%
Mar 2024		62.0%		38.0%	100.0%
Apr 2024		42.4%		57.6%	100.0%
May 2024		41.9%		58.1%	100.0%
Jun 2024		73.1%		26.9%	100.0%
Jul 2024		54.4%		45.6%	100.0%
Aug 2024		44.5%		55.5%	100.0%
Sep 2024		39.0%		61.0%	100.0%
Oct 2024		48.3%		51.7%	100.0%
Nov 2024		51.6%		48.4%	100.0%
Dec 2024		48.7%		51.3%	100.0%
Jan 2025		54.7%		45.3%	100.0%
Feb 2025		59.2%		40.8%	100.0%
Mar 2025		67.2%		32.8%	100.0%
Apr 2025		41.9%		58.1%	100.0%
May 2025		26.4%		73.6%	100.0%
Jun 2025		36.8%		63.2%	100.0%
Grand Total:		52.8%		47.2%	100.0%