

Total Revenue

order_value
8,911,407.9

Total Customers

customer_id
4,338

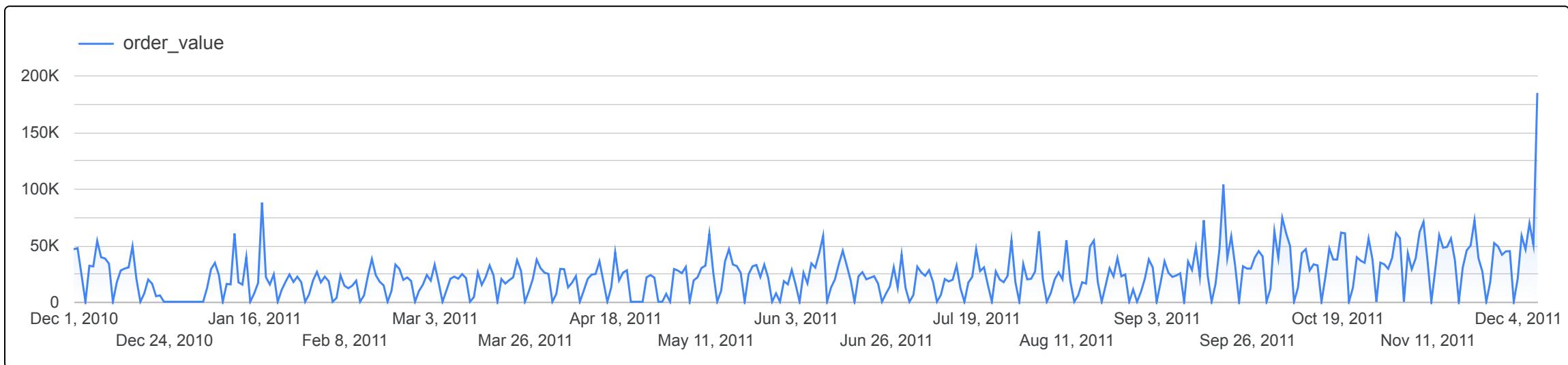
Total Orders

invoice_no
18,532

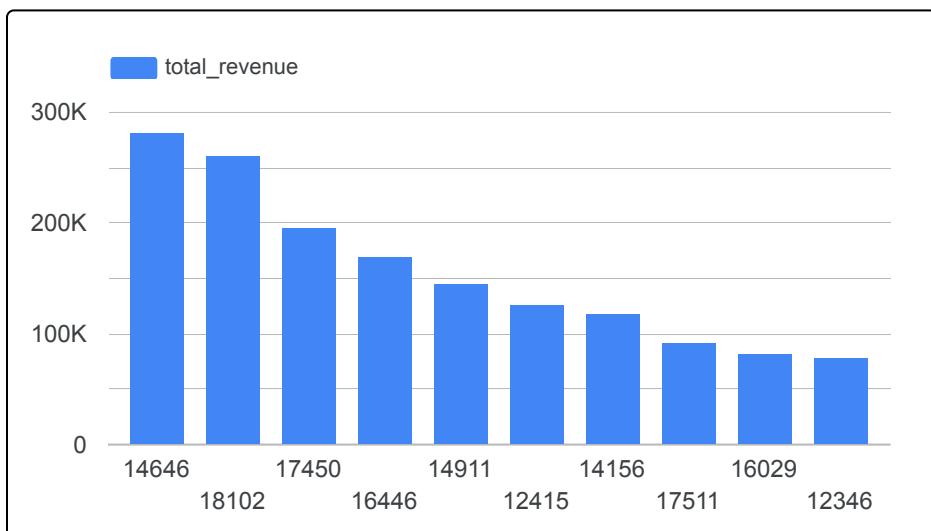
Average Order ...

order_value
480.87

Revenue Trend Over Time



Top 10 Customers by Revenue

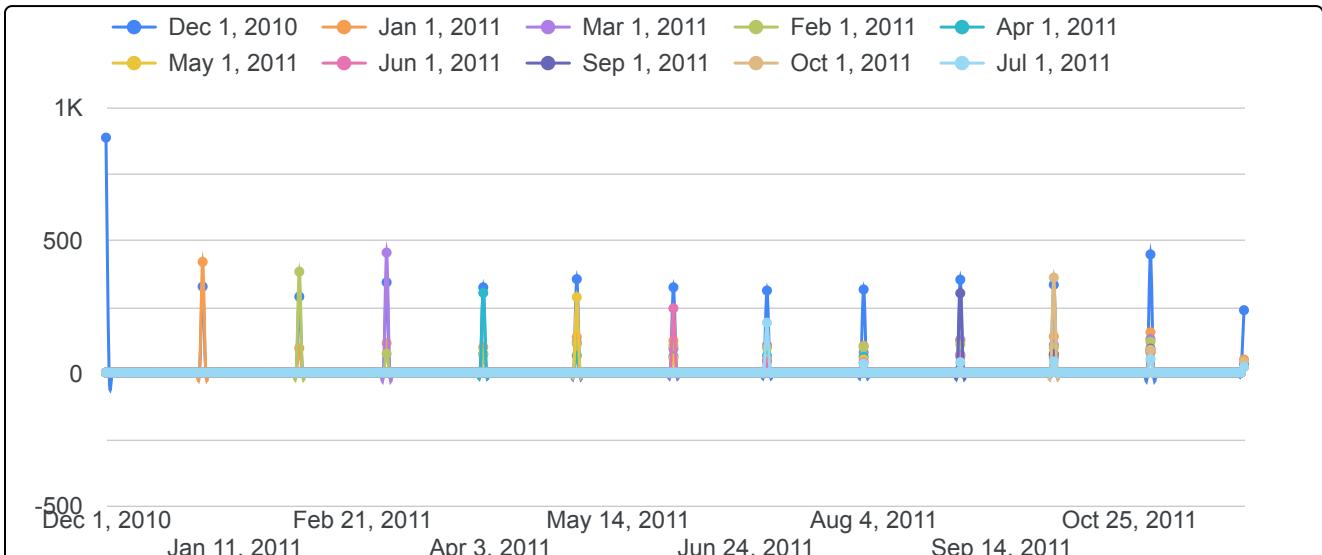


Select date range ▾

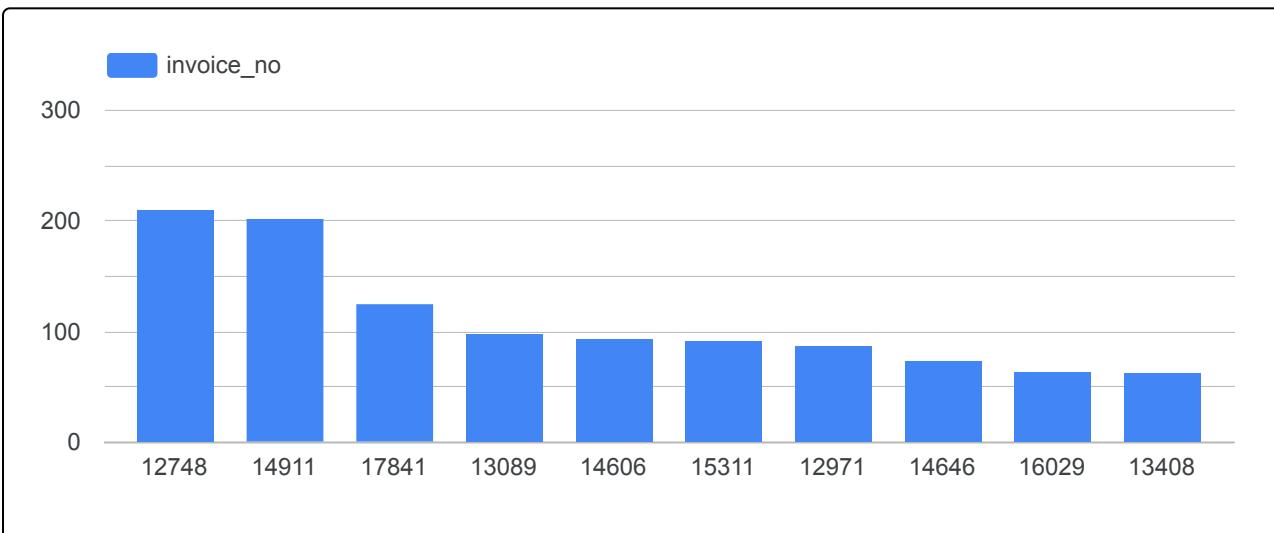
Cohort Retention Heatmap

	cohort_index / active_customers		
activity_month	0	1	2
Dec 1, 2011	41	36	41
Jan 1, 2011	417	324	-
Feb 1, 2011	380	92	286
Apr 1, 2011	300	68	71
Dec 1, 2010	885	-	-
Aug 1, 2011	169	34	38
Jul 1, 2011	188	42	49
Mar 1, 2011	452	71	111

Customer Retention Over Time

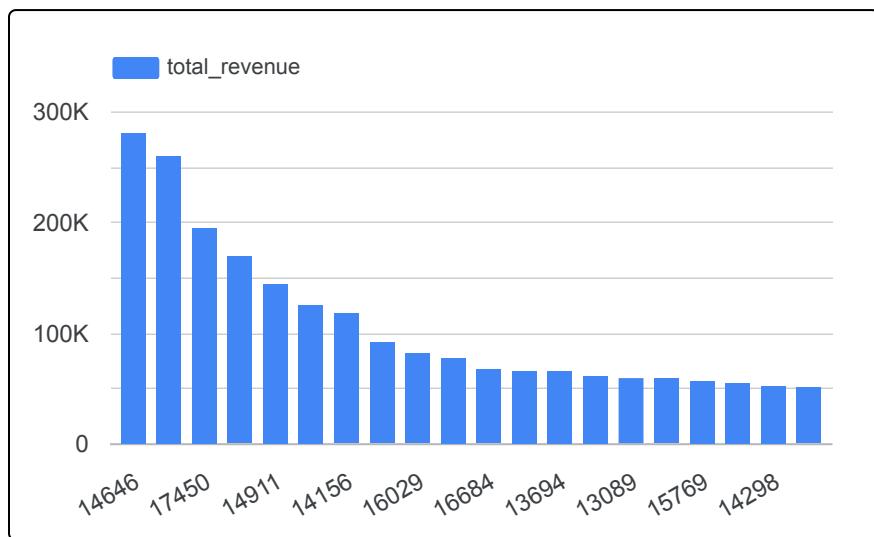


First-Time vs Returning Customers

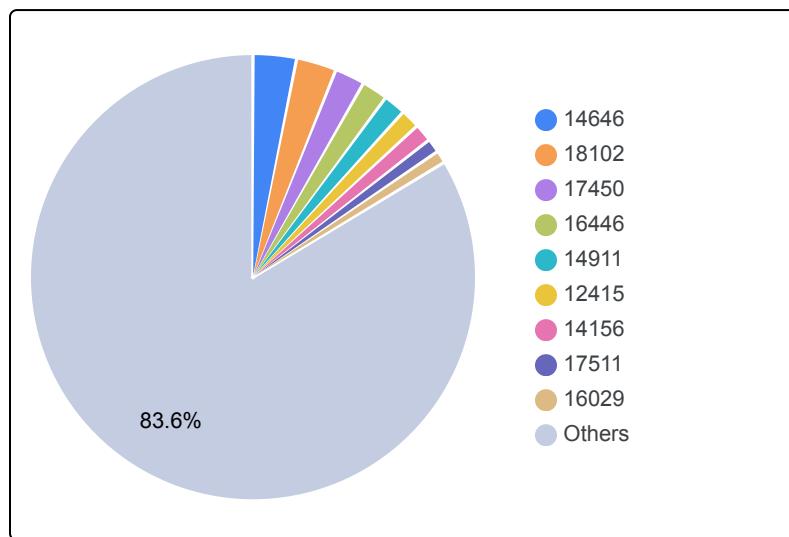


Select date range ▾

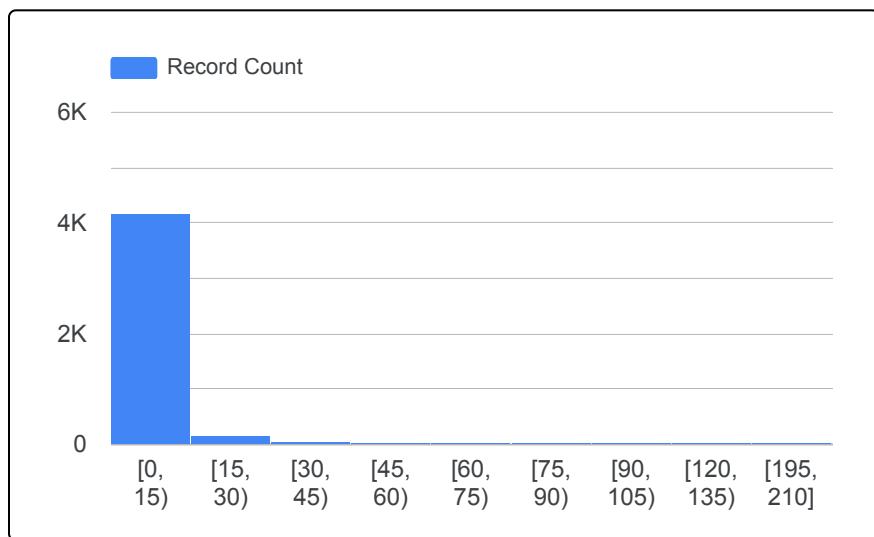
Top Customers by Revenue



Revenue Concentration (Top Customers)



Customer Order Frequency Distribution



customer_id