

RO Eyewear Customer Insights Dashboard

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The dashboard provides an overview of RO Eyewear's customer base through the analysis of various metrics associated with its products. The analysis utilizes different charts to provide an overall analysis of interactions and the customer base. The analysis focuses on providing an overall analysis of metrics like customer distribution by state, gender identity and customer type. The analysis includes a funnel chart and touchpoint analysis to show interaction with various promotional platforms.

The pie chart shows the percentage of each customer type based on metrics collected. The chart shows that fashion conscious and bargain hunters are the major type of customers that frequent the platform. Prescription heavy customers make up the least number of visitors to the platform. Other overall metrics include distribution based on gender and state and shown by the bar and map charts.

The bar chart shows that female customers frequent the platform more followed by male customers. Other gender identity types make up a small number of customers. The distribution based on state shows that most customers are from Iowa closely followed by other states across the country. The map shows that there is a substantial number of customers across the country. Most of the customers are especially concentrated around the eastern region of the country.

The funnel analysis shows the behavior of different customers when interacting with the platform for buying the accessories. The analysis shows that most customers who visit the platform leave with no purchases made. One-time buyers and one-time repeat buyers are also significant customers of RO Eyewear. These metrics offer actionable insights to optimize user experience and reduce friction at key steps of the purchase process.

The touchpoint analysis shows how the customers interact with the different channels. The analysis shows how customer behavior is affected by the platforms customers interact with such as Google search. The analysis is essential as it shows how customers interact with different elements of the platform.

The paid, earned, and owned tree map shows how different media contribute to customer behavior actions. The breakdown is essential to providing information to the company on channels that are

the most effective. The chart also shows important actions such as adding products to cart through interaction with the product page.

A recommendation is that the company should invest in customer retention schemes. This is necessary to ensure that customer actions result in purchases rather than just viewing. According to the current state of the company, using months as a basic unit to perform customer lifetime value analysis is suggested. This is because customers are more likely to make monthly purchases or purchases on a two-week basis.