

Ecommerce Dashboard

Total Revenue

4.67M

Number of customers

1.5K

Average CLV

165

Total Transaction

53K

AVG Lifespan

2.2

591145.8000000018 Nest ▲ 518193.49999999965 office ▲ 276794.39999999973 Drinkware ▲ 200

Product Category

All

Gender

All

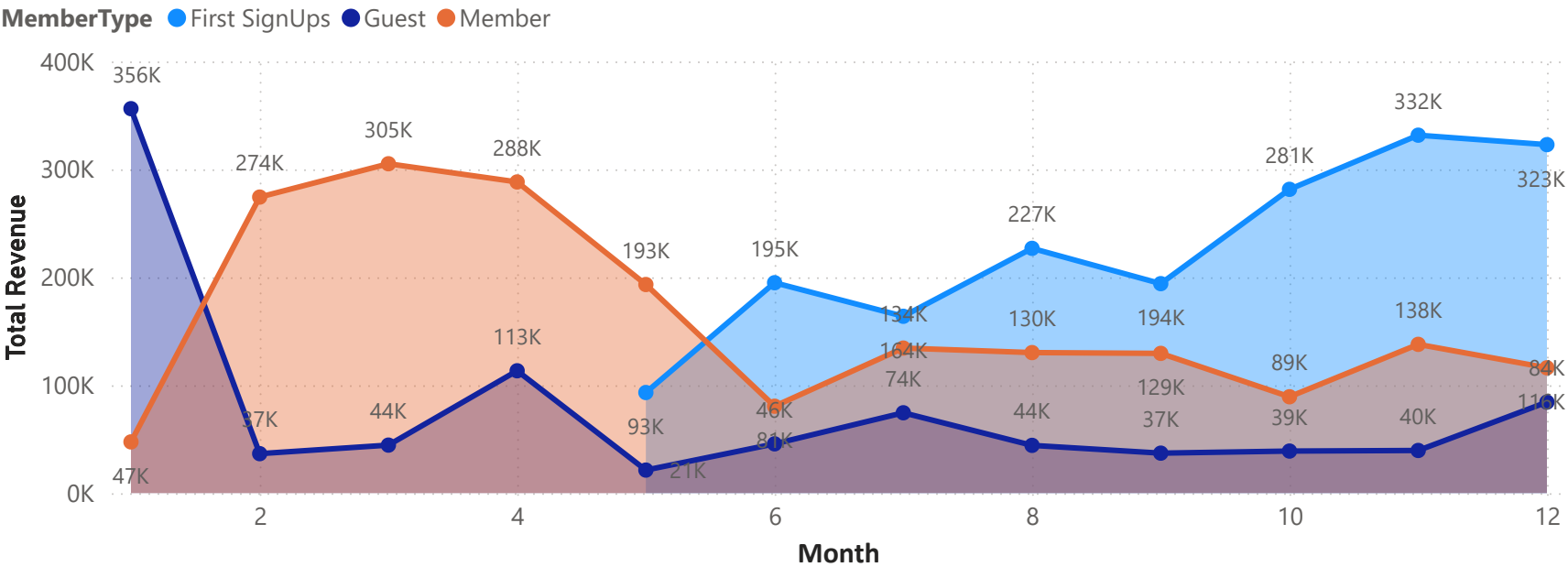
month

All

Location

All

Total Revenue by month and MemberType



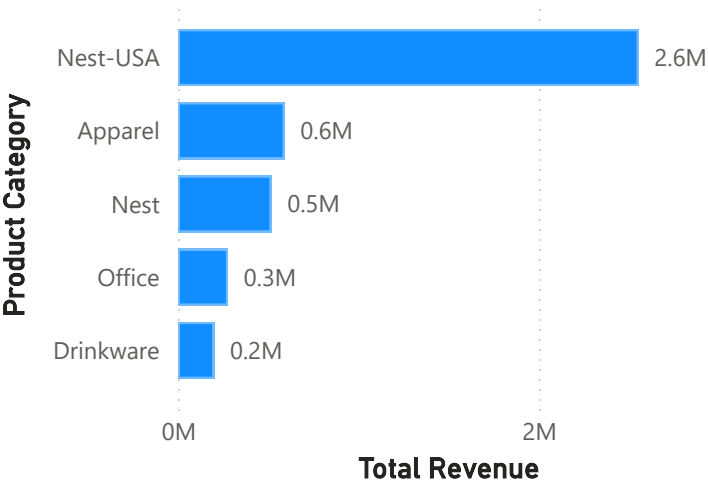
Member had the highest total Sum of Revenue at 19,26,149.22, followed by First SignUps at 18,08,706.81 and Guest at 9,35,938.59.

Month 1 in MemberType Guest made up 7.63% of Sum of Revenue.

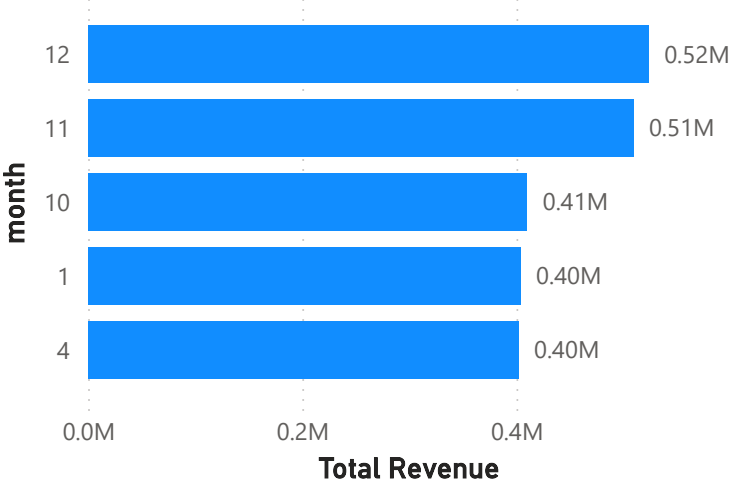
First SignUps had the highest average Sum of Revenue at 2,26,088.35, followed by Member at 1,60,512.44 and Guest at 77,994.88.

At 25,54,202.39, Nest-USA had the highest Sum of Revenue and was 1,172.60% higher than Drinkware, which had the lowest Sum of Revenue at 2,00,707.83.

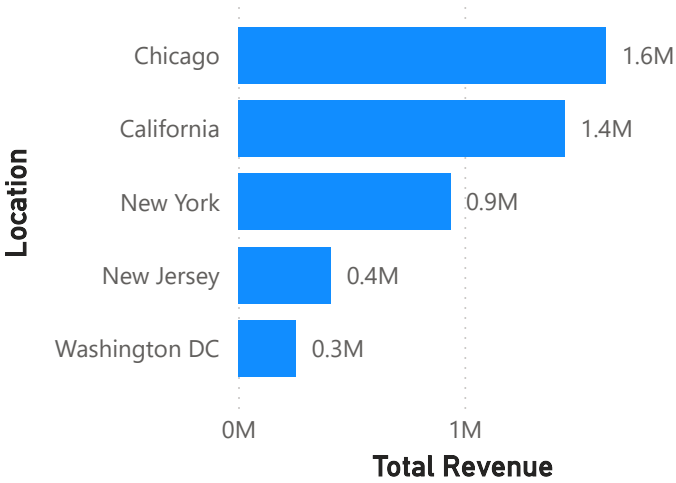
Top 5 product



Top 5 Month



Top 5 Location



Churn Report

Churned Customers

780

Churn Rate

53.13

Active Customers

840

Average Recency (days)

23.29

Average Frequency

0.025

Average Monetary

3.18K

Member type

All

Customer Segment

All

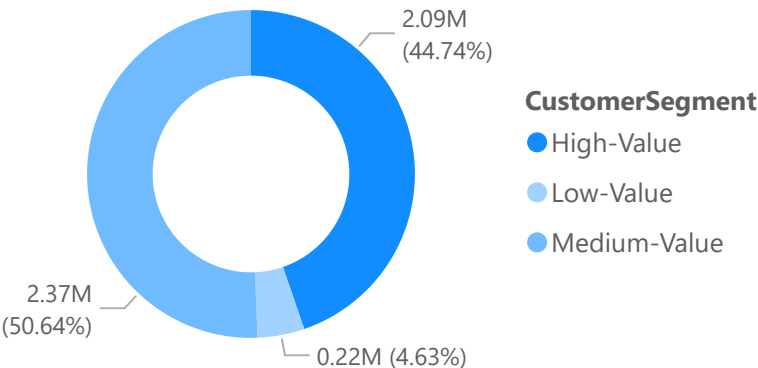
month

All

Location

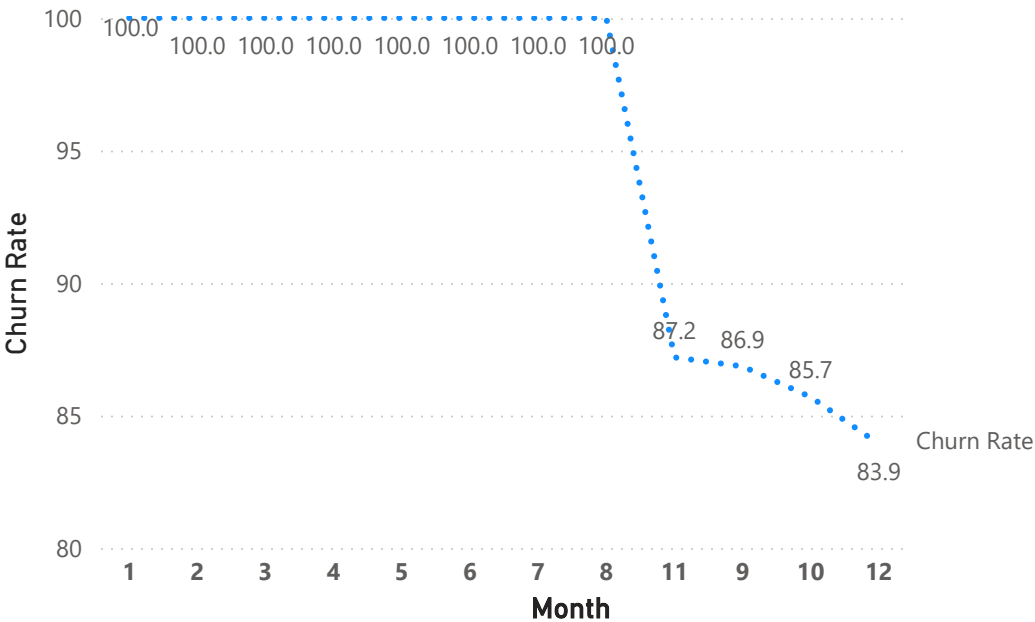
All

Customer Segment by Monetary

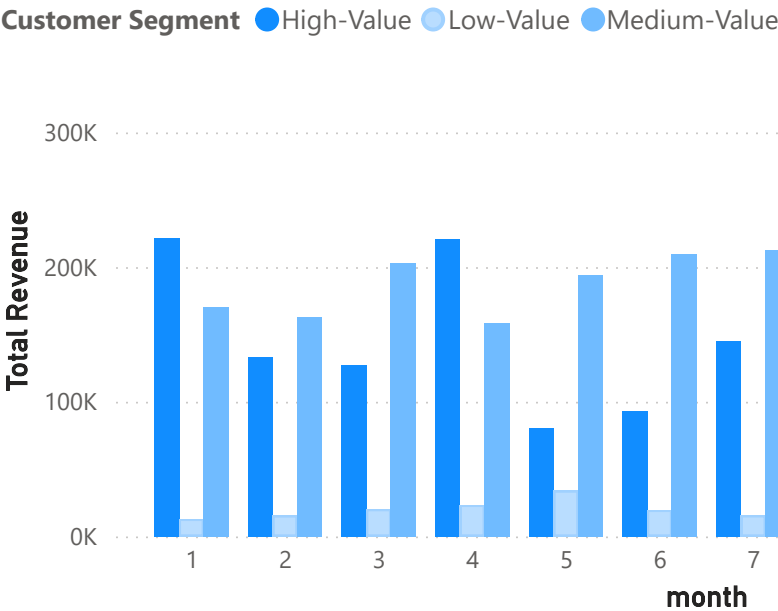


MemberType	Product_Category	Sum of Revenue
First SignUps	More Bags	61.57
Guest	Android	161.78
Member	Android	272.23
First SignUps	Android	277.02
Guest	More Bags	319.80
Member	Housewares	1,063.27
First SignUps	Fun	1,102.36
Guest	Waze	1,224.33
Guest	Backpacks	1,325.51
Guest	Fun	1,379.24
Guest	Bottles	1,394.11
Total		46,70,794.62

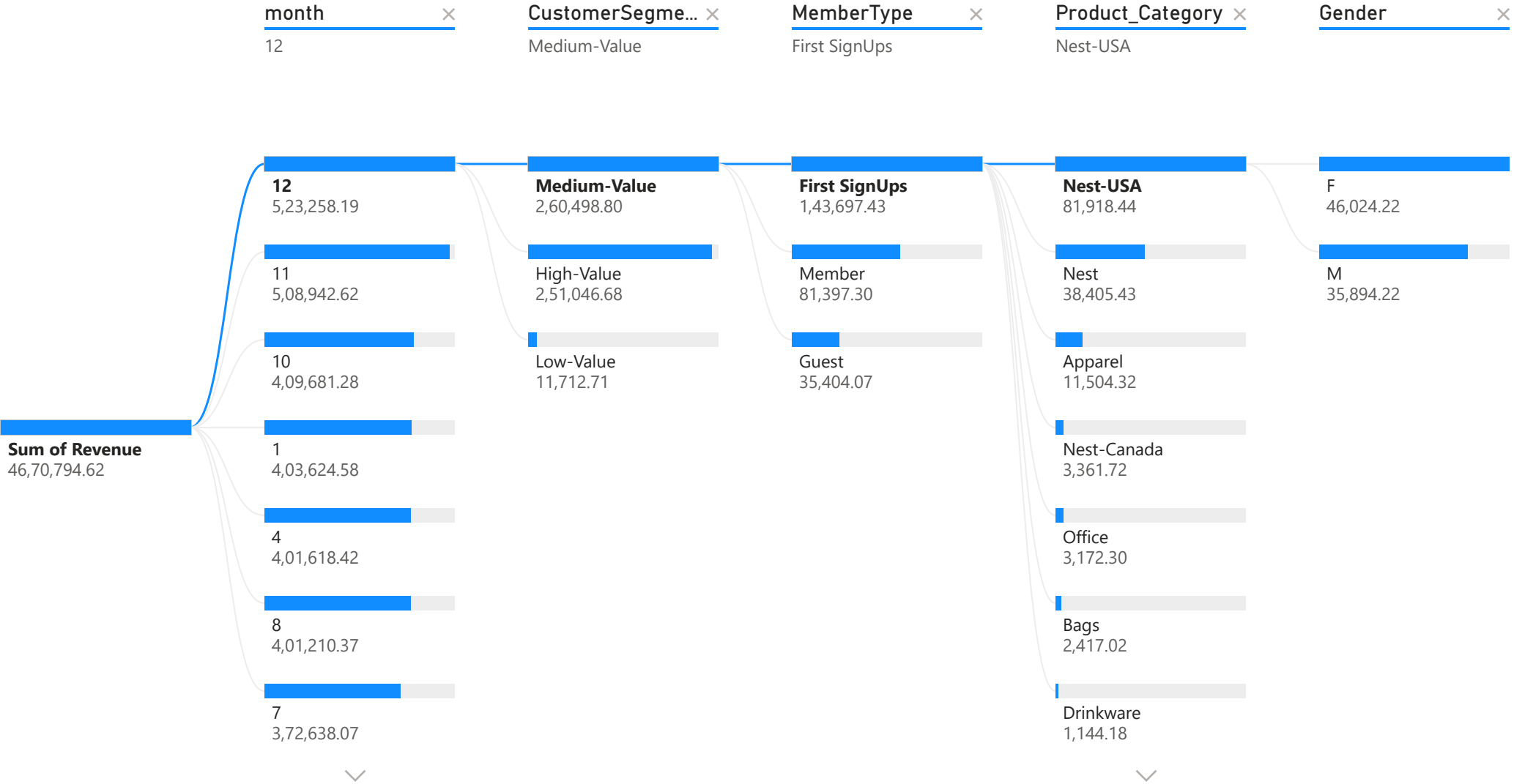
Churn Rate by month




Revenue by Month



Decomposition Chart



Q & A Chart

 Help Q&A understand people better by adding synonyms.

Add synonyms now



Ask a question about your data



Try one of these to get started

what is the total lifespan
by member type

top customers data
locations by total
lifespan

what is the total lifespan
by customer segment

top customers
acquisition locations by
total lifespan

what is the churned
customers count by
customers acquisition
location

what is the clv by
product SKU

Show all suggestions