

Annual Customer Activity Growth Analysis



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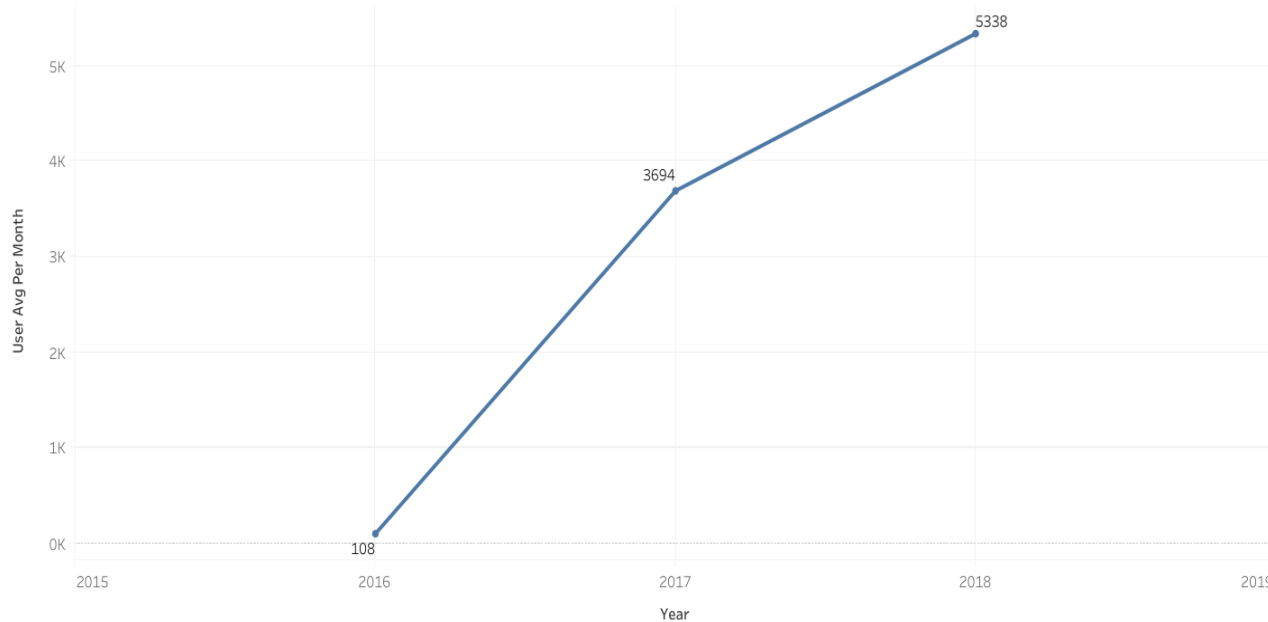
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As a business graduate with a keen interest in data analysis, I possess a strong foundation in market research and SQL. I am adept at leveraging data to uncover valuable insights and develop impactful marketing campaigns. With a curious and innovative mindset, I constantly explore new ways to harness the power of data to drive business performance. My expertise in SQL allows me to efficiently manage and analyze large datasets, enabling data-driven decision-making. I am passionate about staying abreast of industry trends and leveraging data to achieve marketing success and deliver tangible results.

“Annual Customer Activity Growth Analysis is the process of tracking and analyzing customer activity over a period of one year. This analysis can be used to identify trends in customer behavior, such as which products or services are most popular, how often customers return to the business, and how much money they spend on average. This information can be used to improve customer retention, increase sales, and develop new marketing strategies..”

User Growth

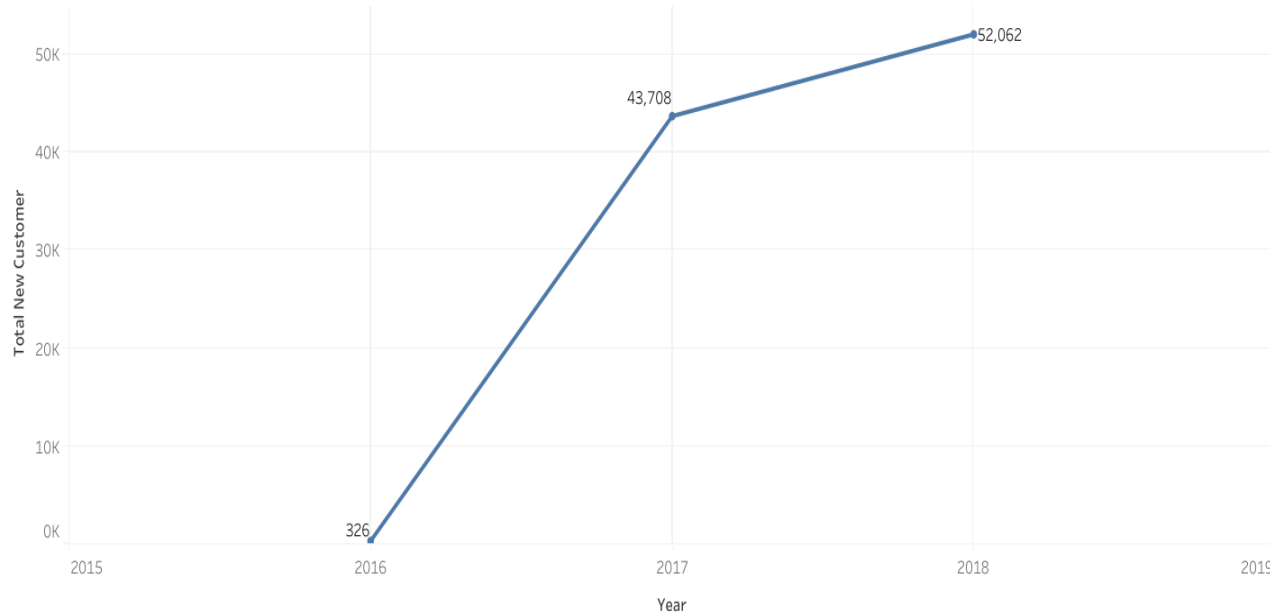
Avg Monthly Active User per Year



Analysis of the "User_avg_per_month" column reveals a significant growth trend from 2016 to 2018. The average number of users per month has been consistently increasing, indicating strong interest in the offered products or services.

User Growth

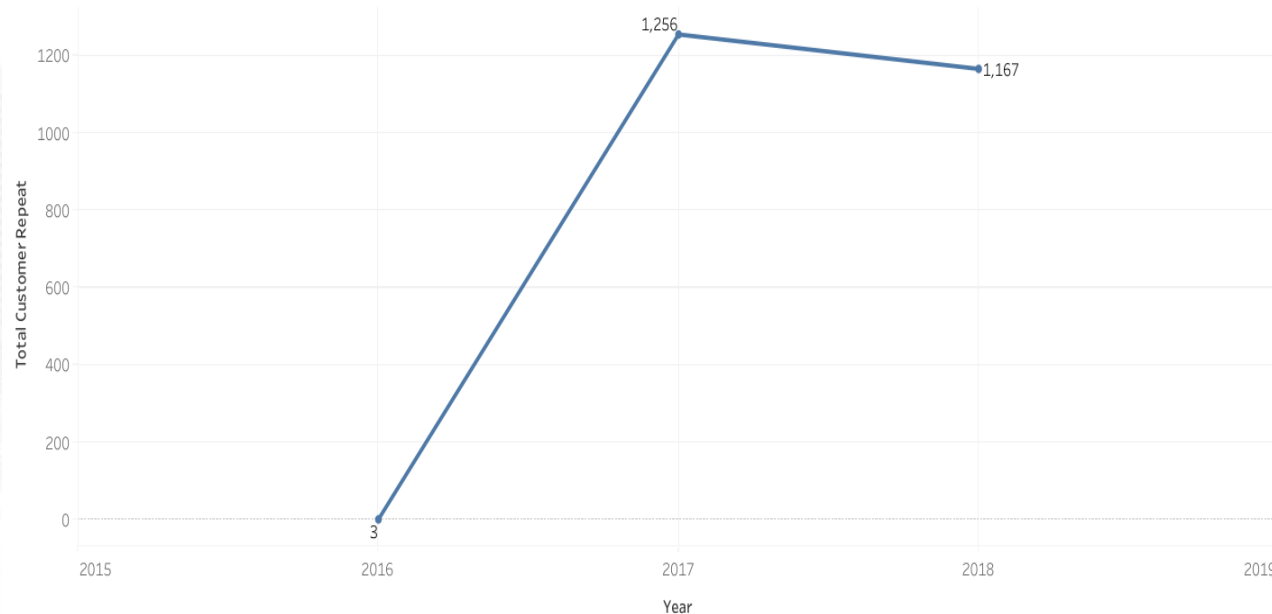
Total New Customer



The number of new customers in a given year, reflected in the "Total_new_customer" column, shows a consistent increase from year to year. This indicates the effectiveness of customer acquisition efforts and marketing strategies in attracting new customers.

User Growth

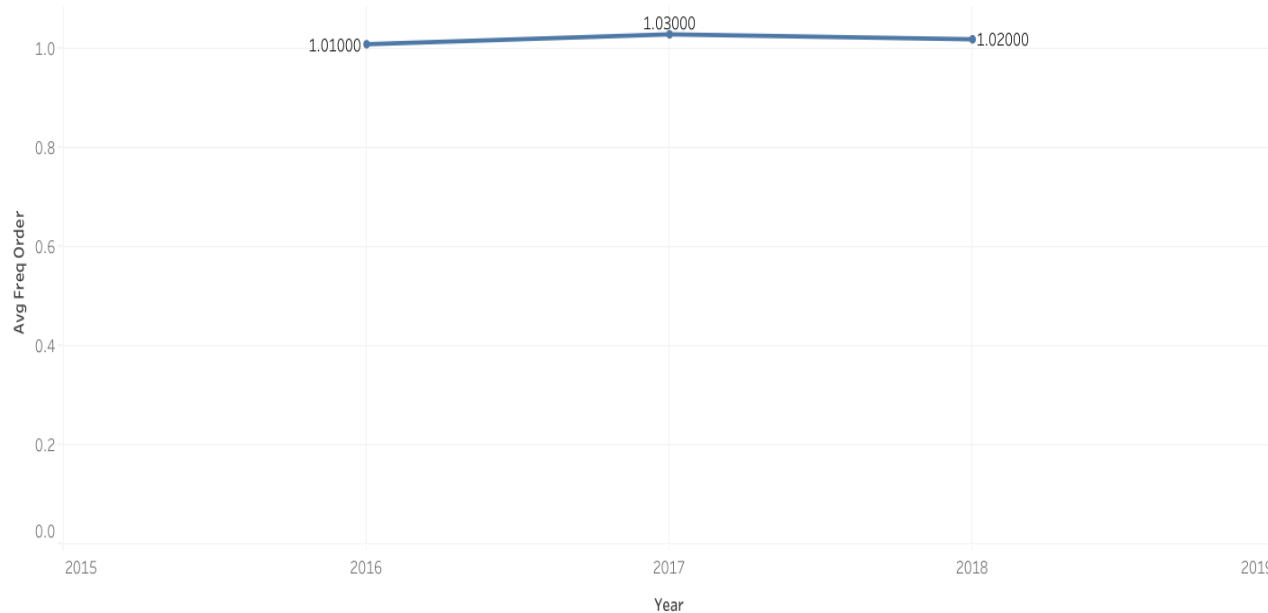
Total Customer Repeat



Customer retention rates can be observed through the "Total_customer_repeat" column, which represents the number of customers making repeat purchases. The data shows a substantial level of customer retention, with a significant number of loyal customers making repeat purchases. This indicates high customer satisfaction and the quality of the provided products or services.

User Growth

Avg Freq Order



Analysis of the "Avg_freq_order" column reveals the average frequency of orders placed by customers within a year. The data suggests that customers tend to place more than one order within a year, indicating high engagement and the potential to increase revenue through increased order frequency.