

# NESPRESSO®

## CRM Analysis



### Detail Page



11K

Total Active Customers

6M

Total Sold Capsules

21K

Total Orders

270

Average Order Size

2801

New Customers 2024

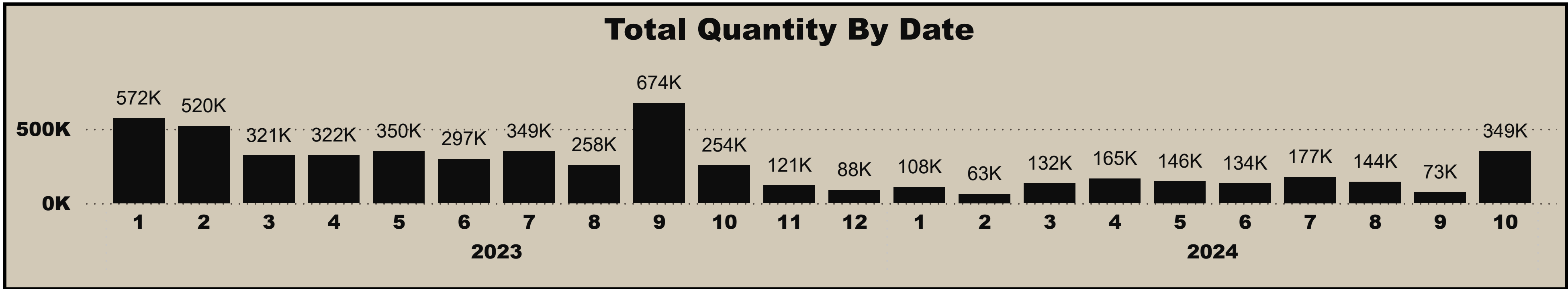
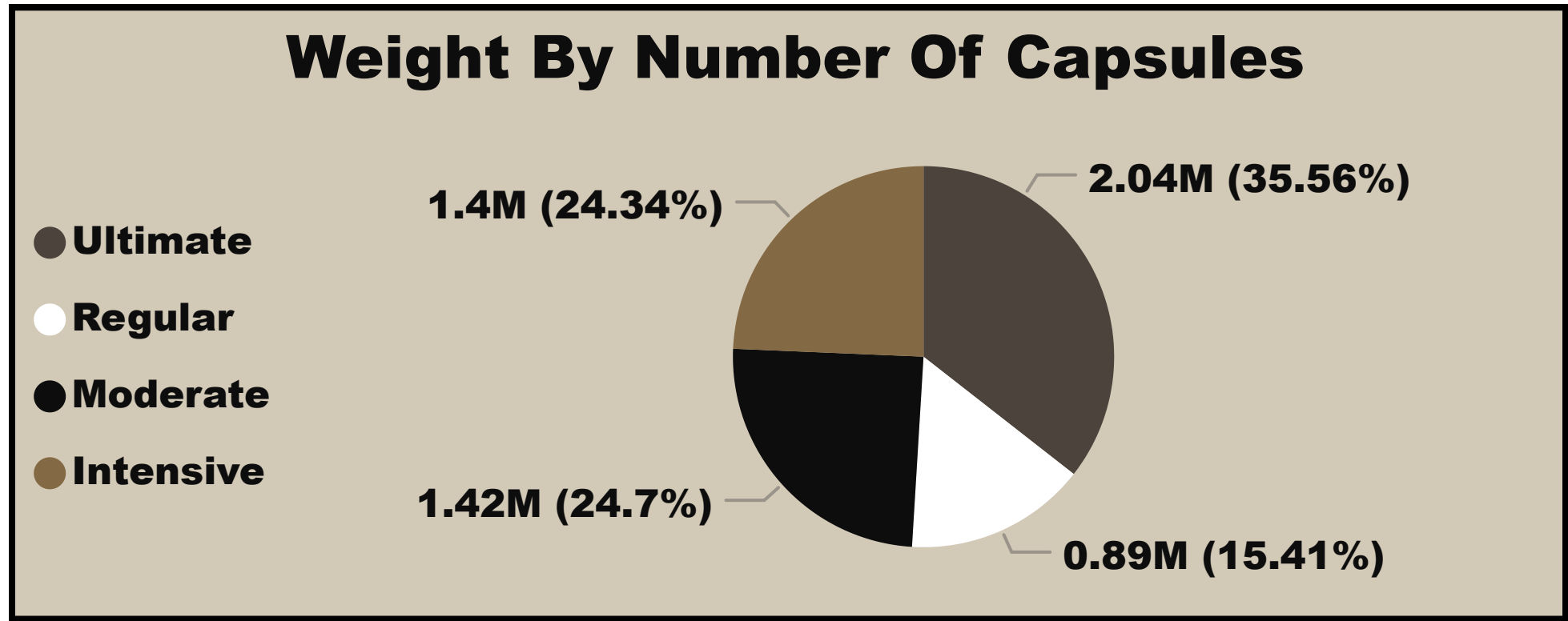
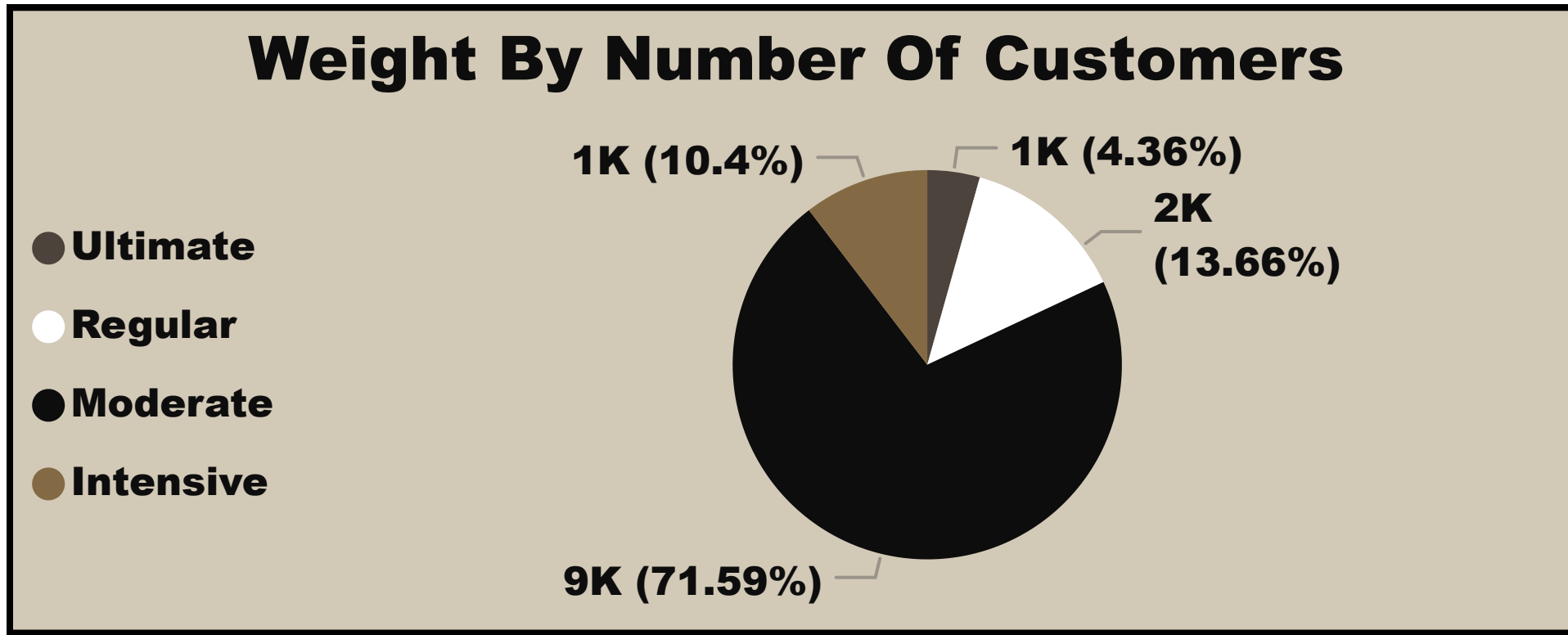
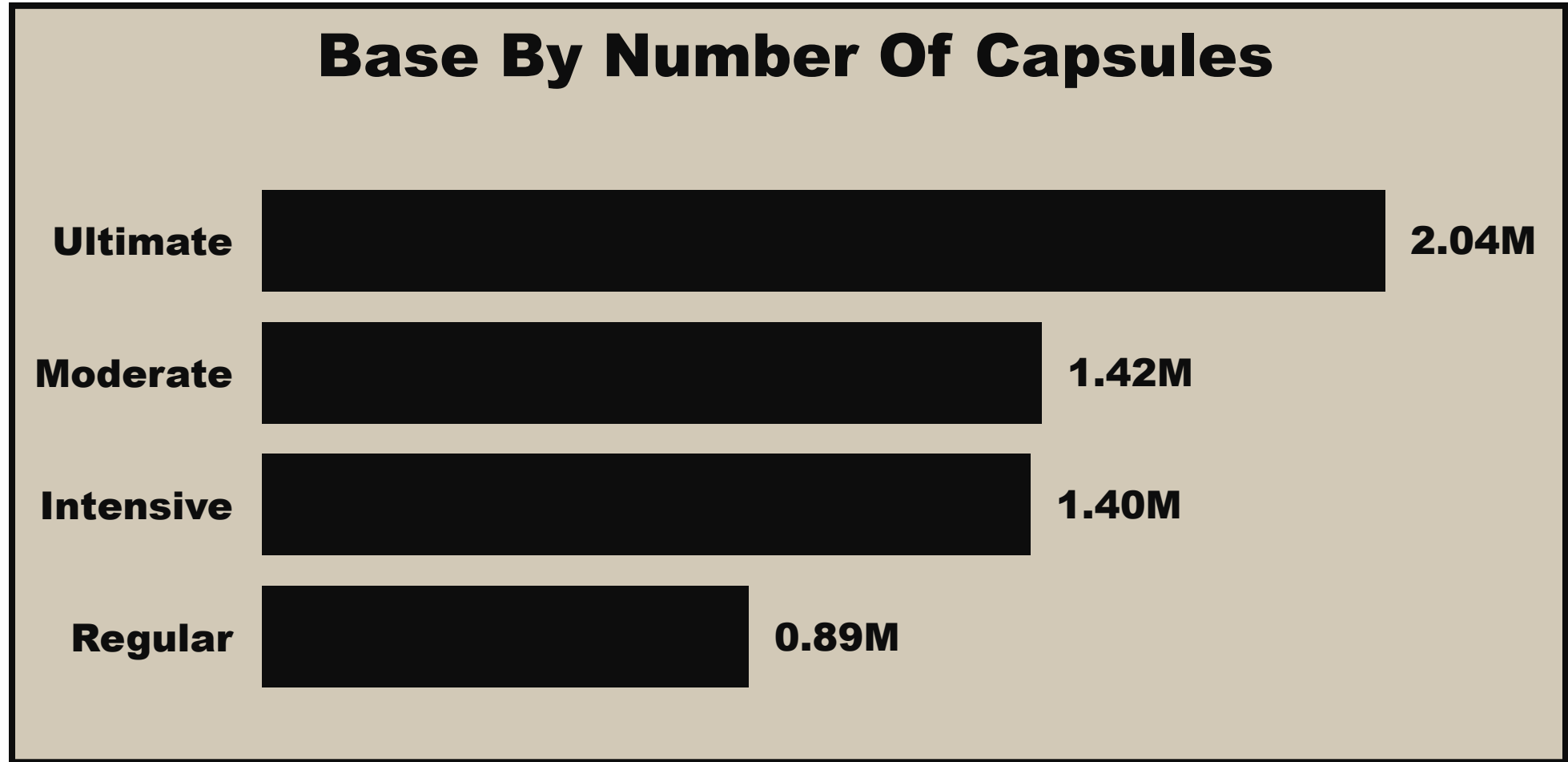
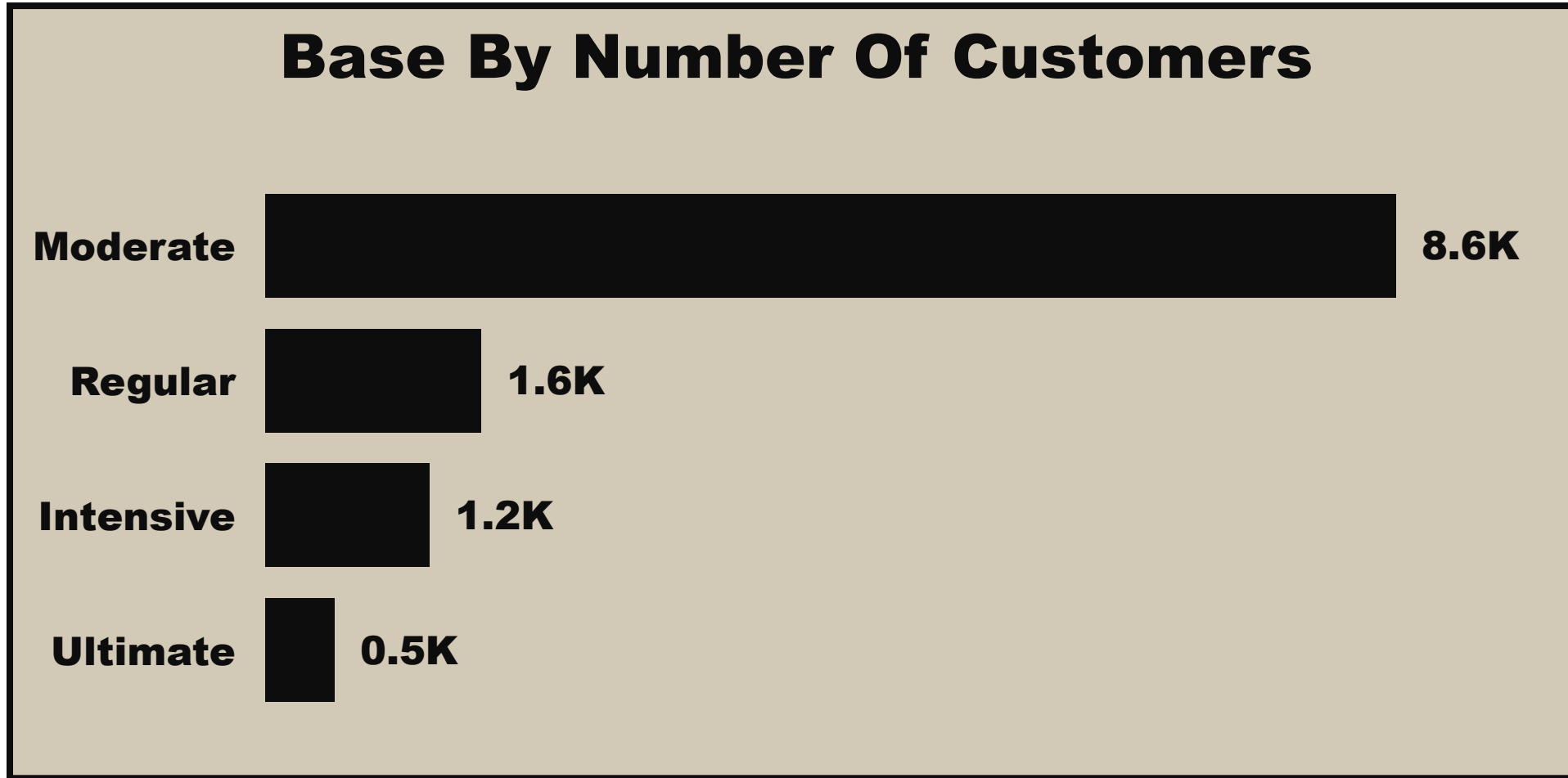
1446

Exicting Customers 2024

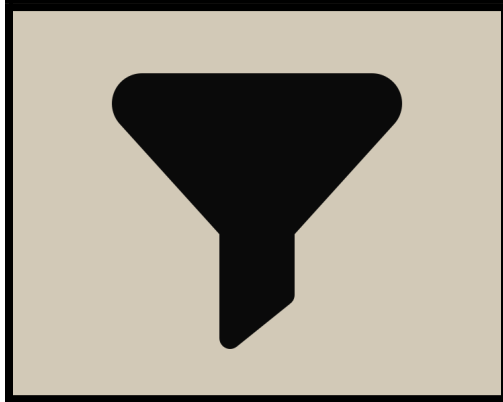
47%

Attrition Rate 2024

# Nespresso CRM Analysis



Home



RESET

Year

☐ 2023

☐ 2024

Invoice

☐ Invoice

☐ Return

Product

All

5.61M

TotalQ

1/8/2025 9:16:36 AM

Nowtime

76.29

AVGQ

4M

TotalQ2023

4M

Total1Q2023

1.49M

TotalQ2

22K

RankX

74K

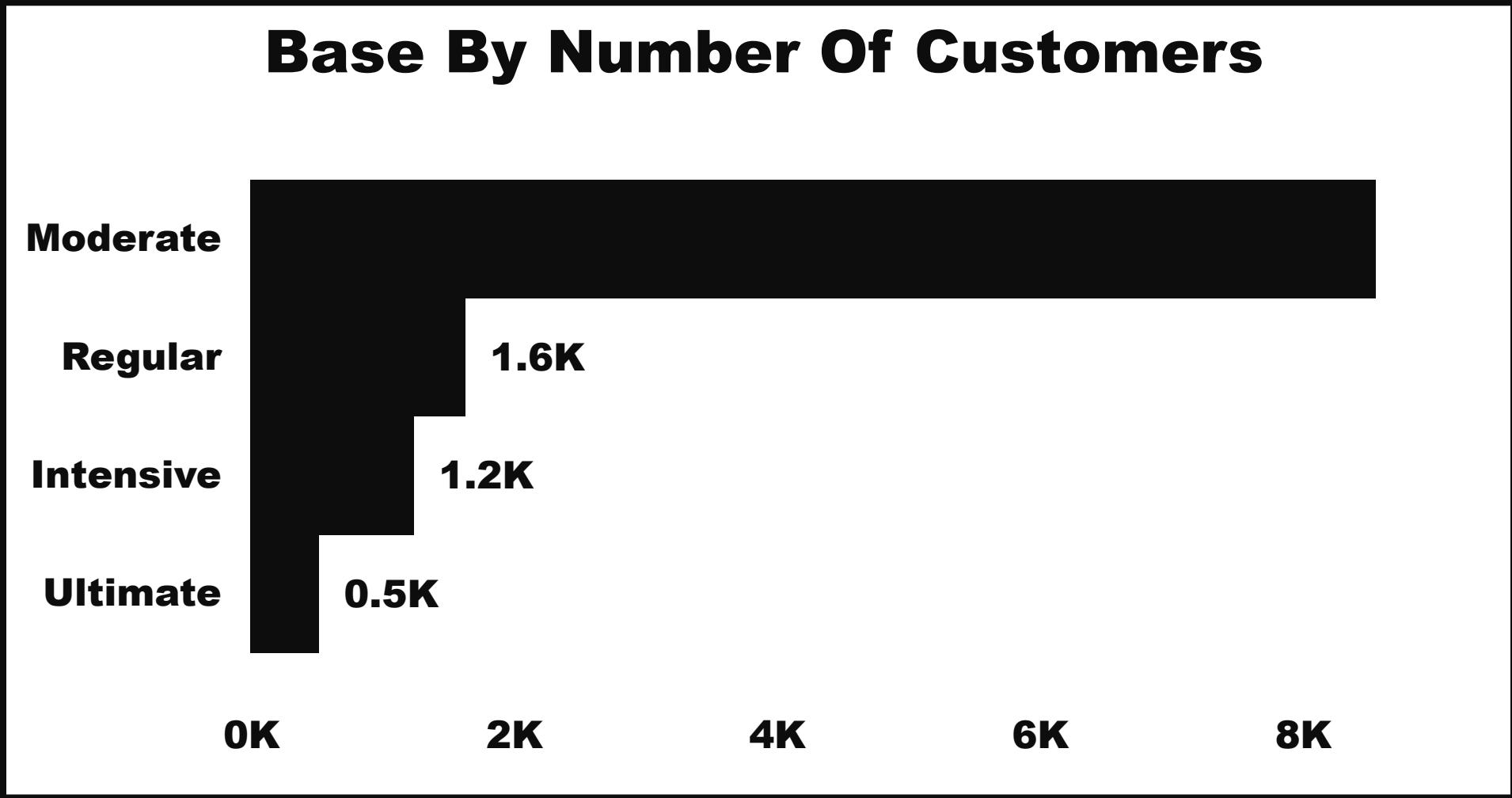
CountQ

1.49M

TotalQ2024

-2.37K

MinQ



4.50K

MaxQ

150.68

Standard deviation

60.00

MedianQ

True

IfContain

False

isBlank