

NESPRESSO®

CRM Analysis



Detail Page



10.87K

Total Active Customers

5,614,653

Total Sold Capsules

20.82K

Total Orders

269.73

Average Order Size

2801

New Customers 2024

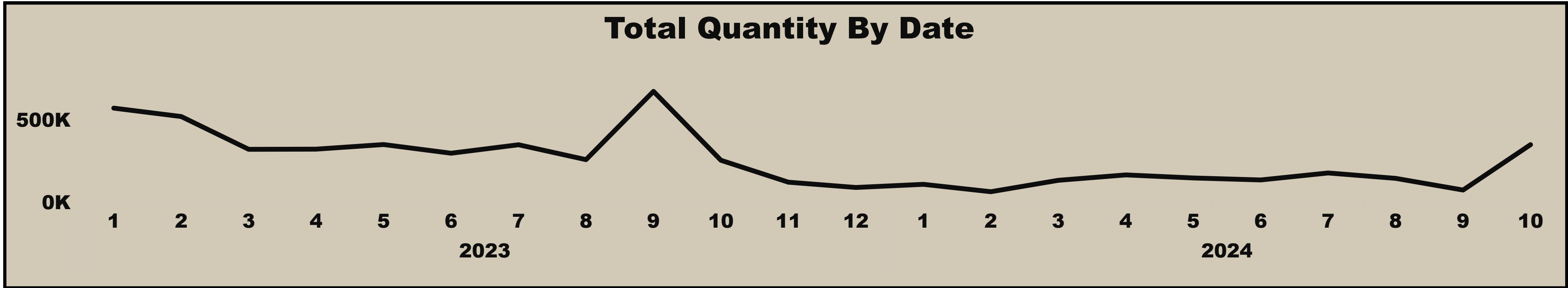
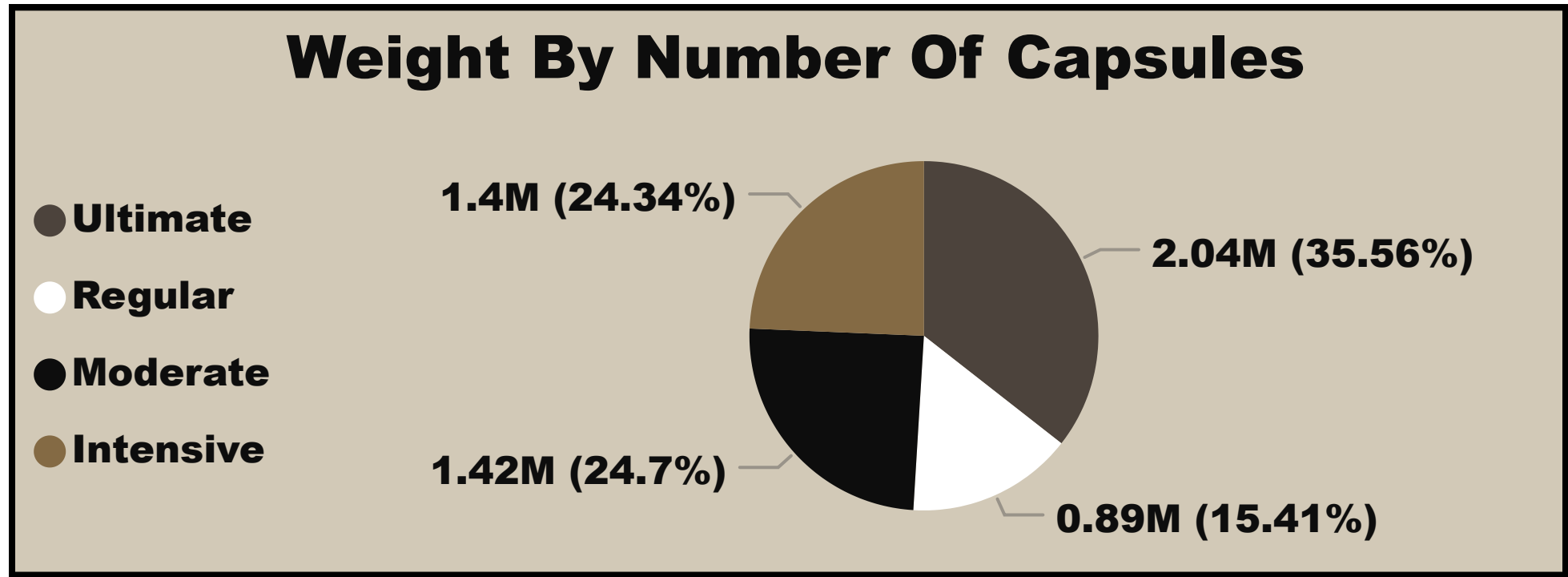
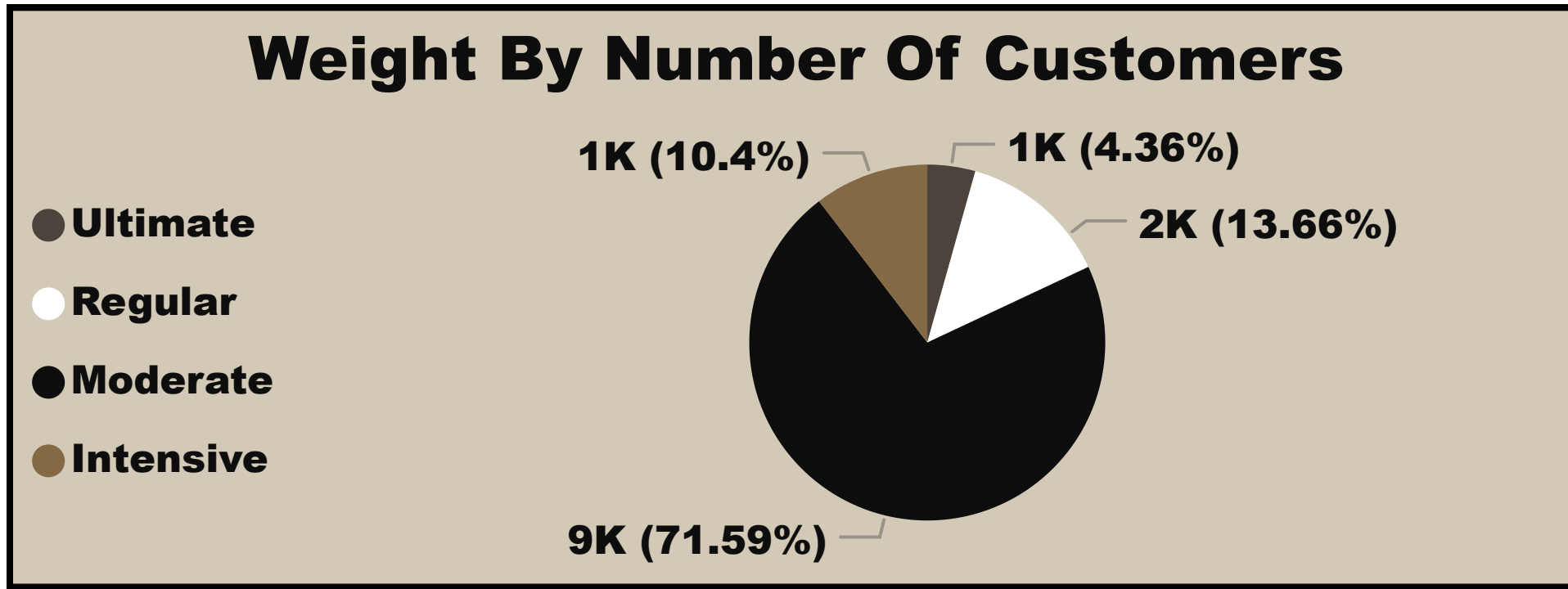
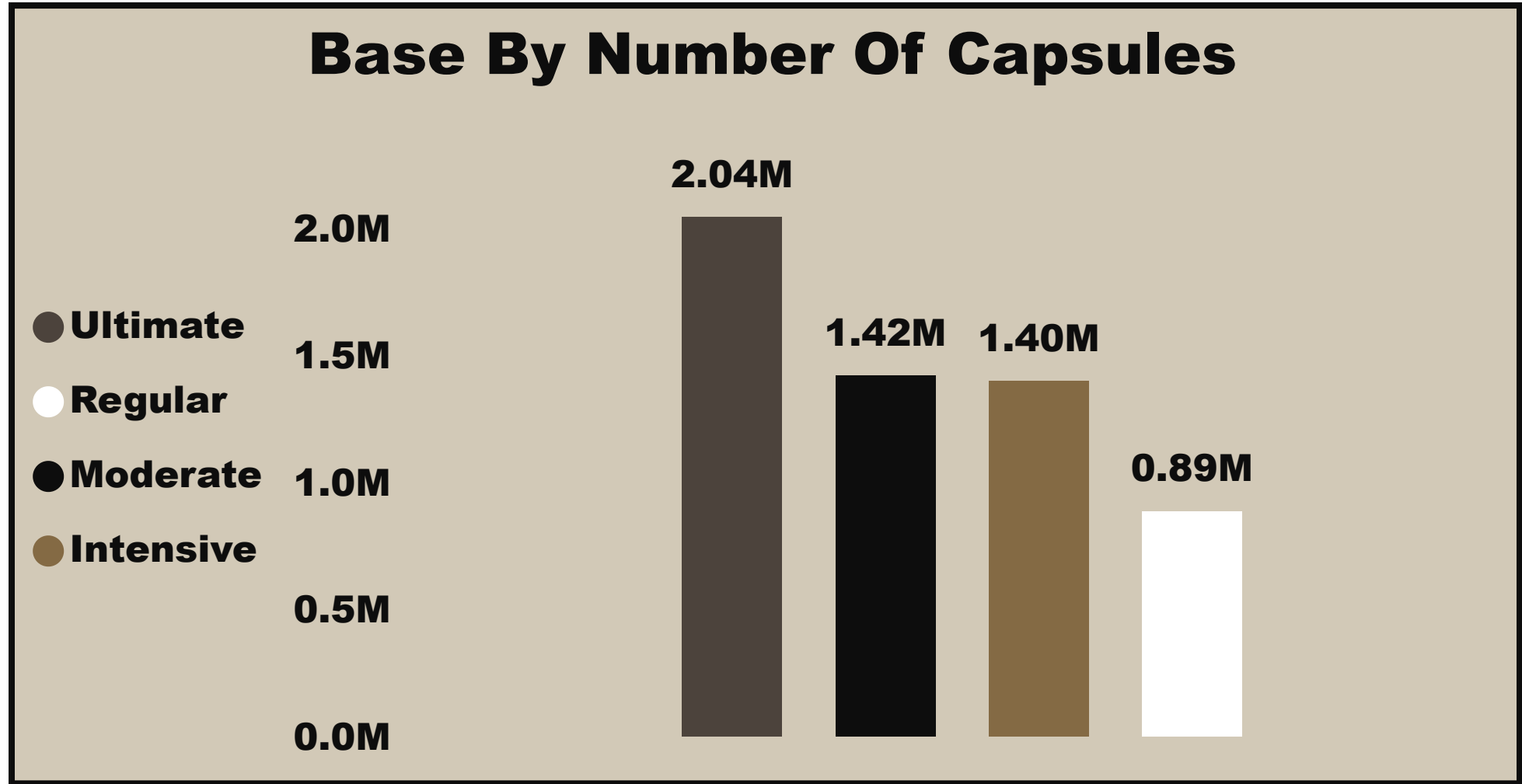
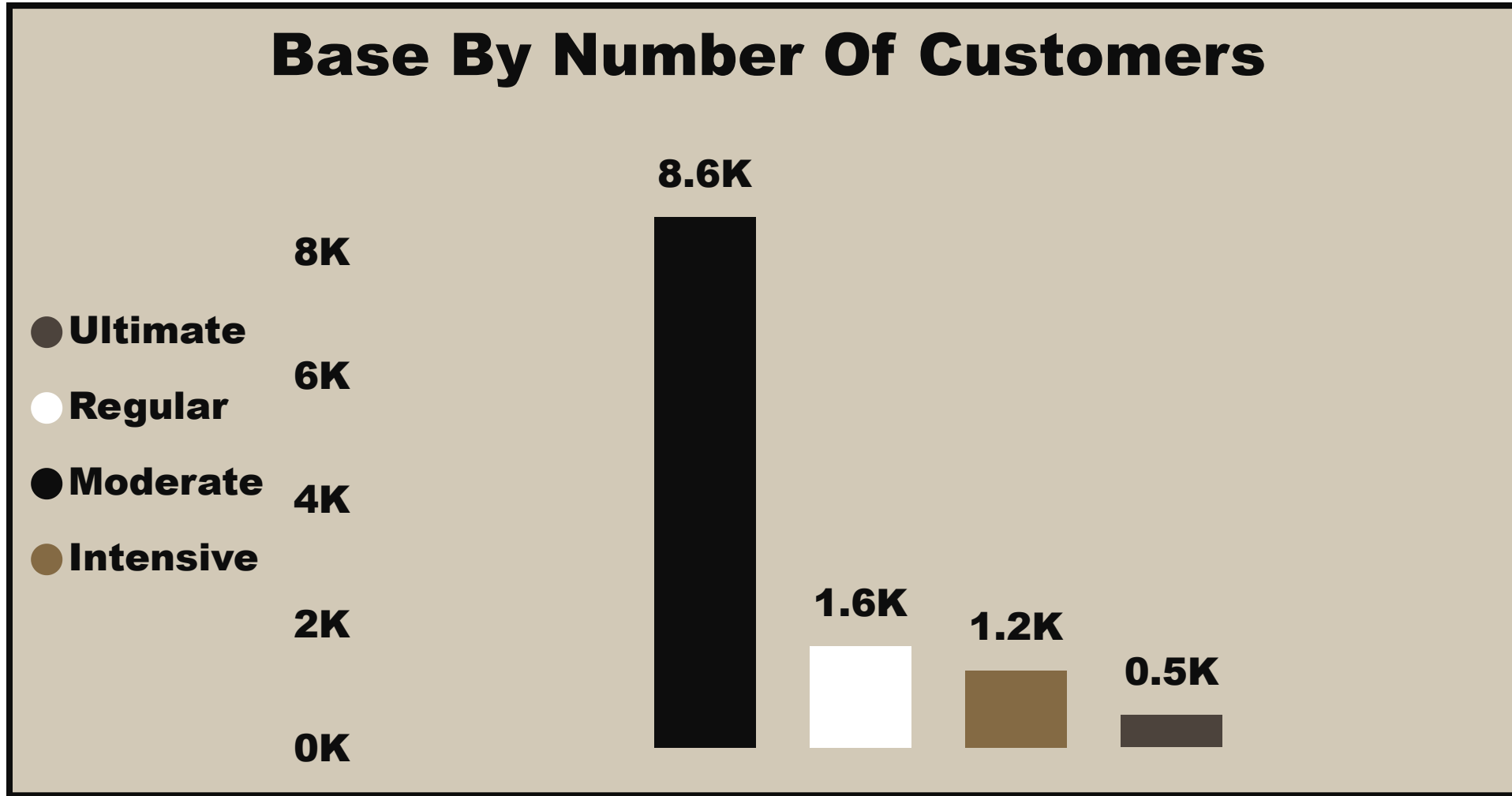
1446

Exicting Customers 2024

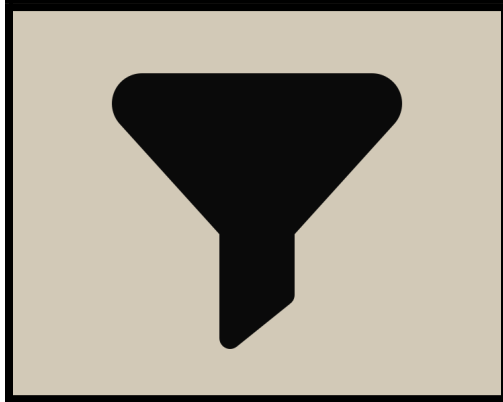
47.36%

Attrition Rate 2024

Nespresso CRM Analysis



Home



RESET

Year

☐ 2023

☐ 2024

Invoice

☐ Invoice

☐ Return

Product

BC
CARAM
20x50...

BC
CARM
CBRE ...

BC
Carm
EBRE ...

5.61M

TotalQ

1/2/2025 8:22:01 PM

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