

NESPRESSO®

CRM Analysis

 [Detail Page](#)





4247

Total Active Customers



1490400

Total Sold Capsules



6628

Total Orders



224.86

Average Order Size



RESET

Year

☐ 2023

☒ 2024

Invoice

☐ Invoice

☐ Return

Product

☐ BC CA...

☐ BC CHI...

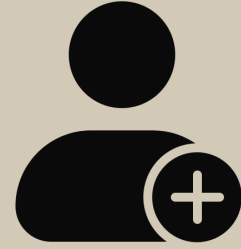
☐ BC CIO...

☐ BC CO...

☐ BC NO...

☐ BC SC...

☐ BC VA...



2801

New Customers 2024



1446

Existing Customers 2024

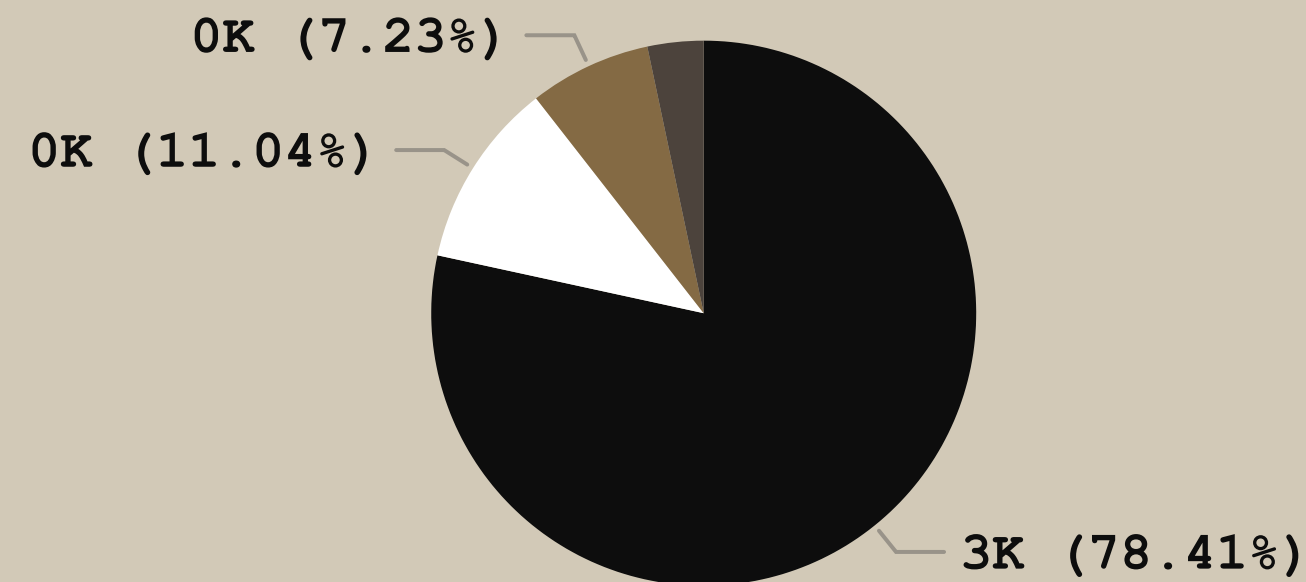


47.36%

Attrition Rate 2024

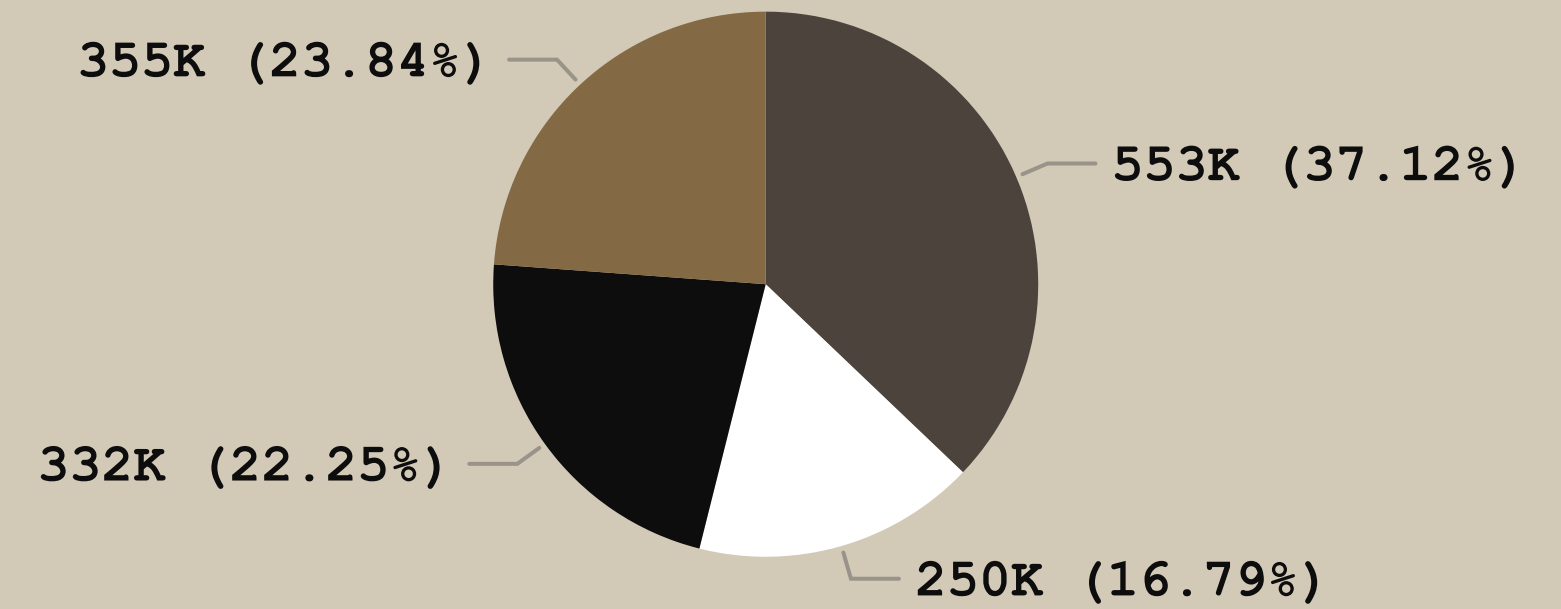
Base & Weight By Number Of Customers

● Moderate ● Regular ● Intensive ● Ultimate



Base & Weight By Number Of Capsules

● Ultimate ● Regular ● Moderate ● Intensive



Total Quantity By Date

