Customer Analysis

Total Customers	Active Customers	Total Orders to Date
100,000	40,005	95,302

Active Share of Customers (%)
43.42%

Inactive Customers	New Customers	Avg. Orders/Customer
56,584	3,411	1.26

Customer Status & Active Share Over Time
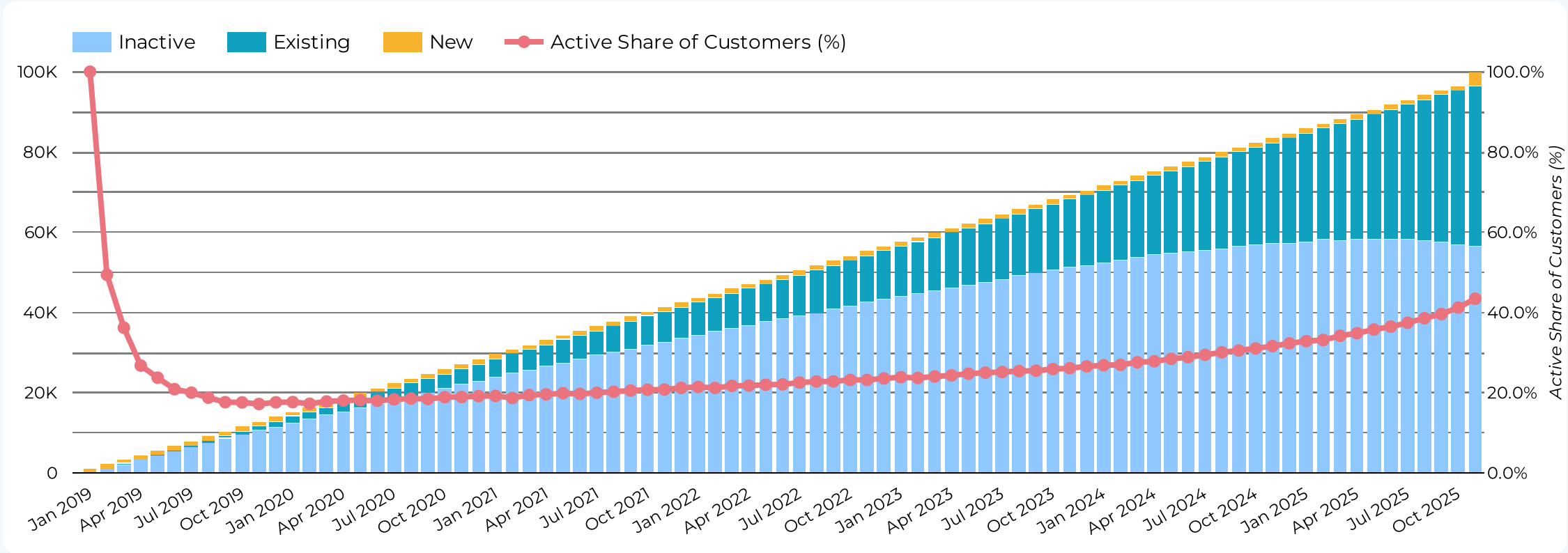
What traffic sources drive customers?

- Search 70.1%
- Organic 15.1%
- Facebook 6%
- Email
- Display
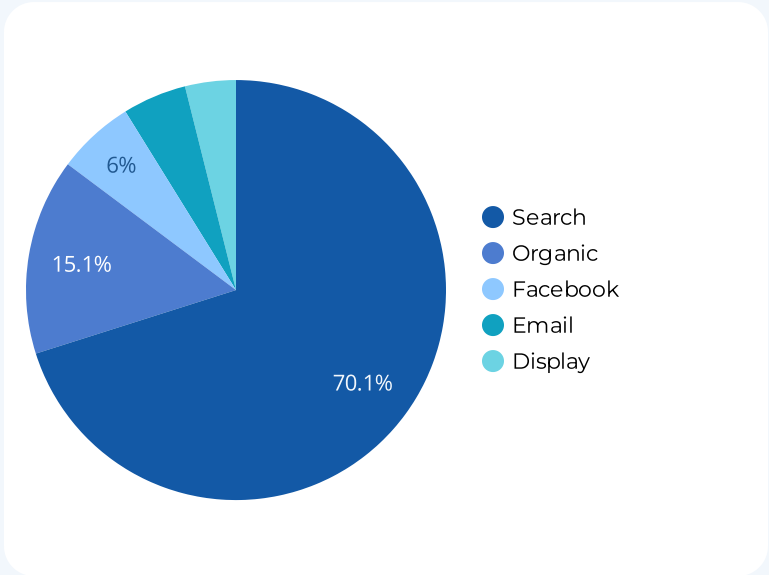
Engagement by Age and Gender

Age/Gender Breakdown

Customers by Age

- 10 to 25 — 22.1%
- 25 to 40 — 25.3%
- 40 to 55 — 25.3%
- 55 to 70 — 25.6%
- 70 to 75
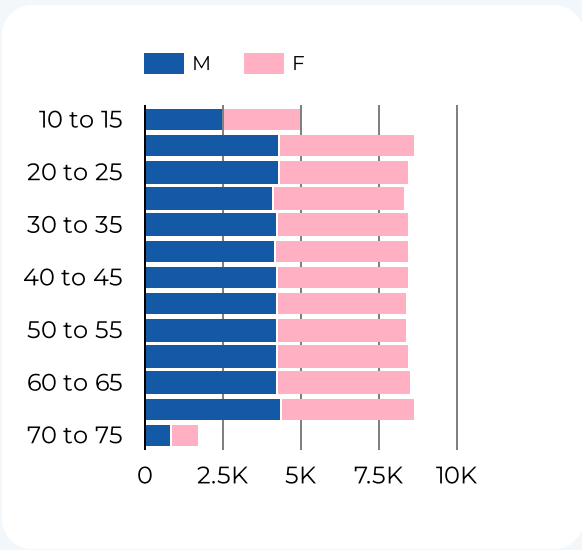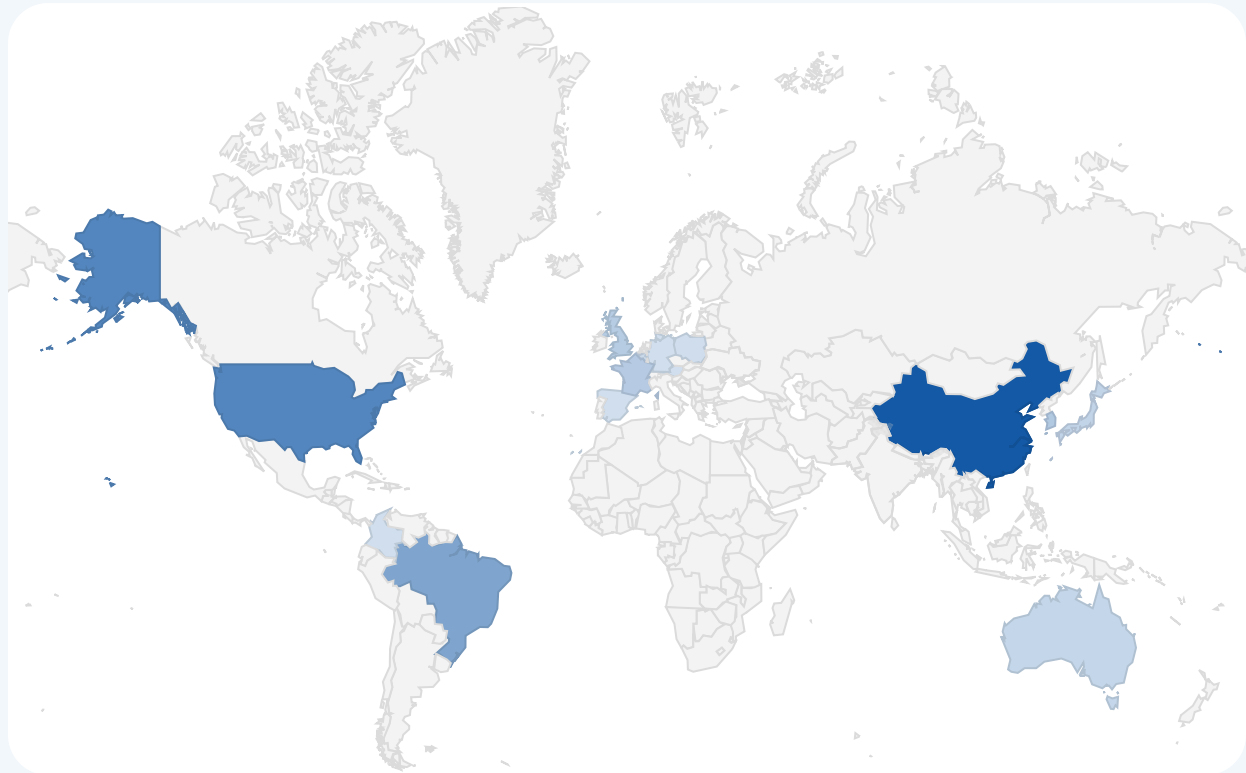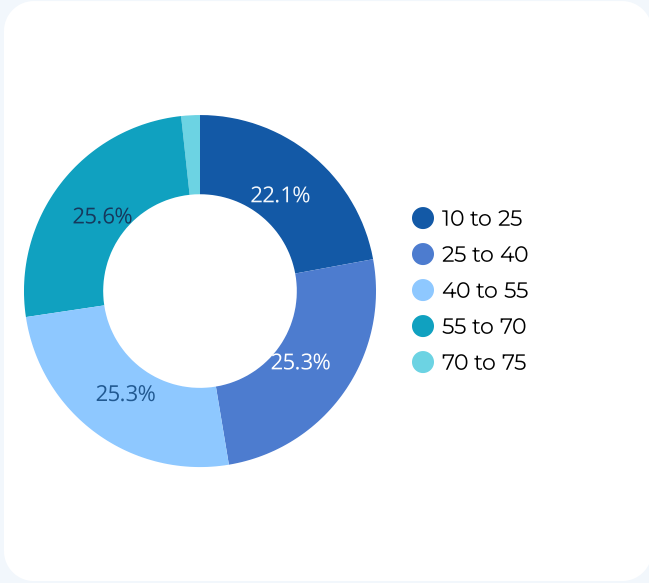
Customer Distribution by Geography

Top 5 Countries by Customers

	Month	Country	Total Customers ❷ ▾
1.	Nov 2025	China	33,940
2.	Nov 2025	United States	22,499
3.	Nov 2025	Brasil	14,590
4.	Nov 2025	South Korea	5,313
5.	Nov 2025	France	4,725

Customer Details

Clear filters | Age ▾ | Gender ▾ | Country ▾ | Status ▾

	User ID	Signup Date	Age	Gender	City	Country	Traffic Source	Total Orders	Status
1.	52938	Jul 4, 2025	36	M	Yingkou	China	Search	4	active
2.	24773	Jun 27, 2020	58	F	Lyon	France	Search	4	active
3.	29316	Sep 1, 2025	53	F	Tianjin	China	Search	4	active
4.	30625	Nov 13, 2024	45	F	Lézignan-Corbièr…	France	Search	4	active
5.	18197	Apr 10, 2019	61	M	Chengdu	China	Facebook	4	inactive
6.	27096	Feb 11, 2023	21	F	Salvador	Brasil	Search	4	active
7.	1643	Jul 26, 2021	27	M	Zhenjiang	China	Search	4	inactive
8.	23587	Dec 19, 2019	40	M	Newcastle upon …	United Kingdom	Search	4	active
9.	98889	Sep 18, 2022	27	M	Nanjing	China	Search	4	inactive
10.	19848	May 24, 2023	28	M	Shirley	United Kingdom	Search	4	active
11.	27907	Jul 13, 2025	12	M	Seoul	South Korea	Search	4	active

1 - 100 / 100000 ‹ ›