Customer Analytics

Year
- ☐ (Blank)
- ☐ 2017
- ☐ 2018
- ☑ 2019

Product
All

Country
All

City
All

Customers Count (Donut)

10K
Customers Count

Returning Customers 2K (19%)
New Customers 8K (81%)
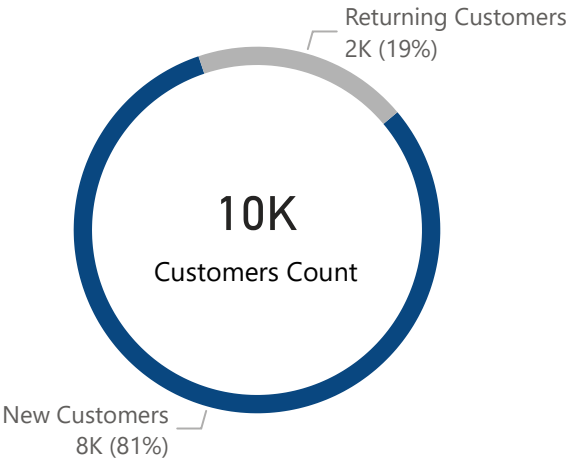
New Customers and Returning Customers by Month

● New Customers   ● Returning Customers

Month	New Customers	Returning Customers	Total
Jan	298	–	299
Feb	246	–	247
Mar	307	–	308
Apr	322	–	323
May	327	–	335
Jun	–	303	499
Jul	1210	300	1510
Aug	1151	454	1605
Sep	1093	484	1577
Oct	1137	562	1699
Nov	1167	806	1973
Dec	1039	739	1778
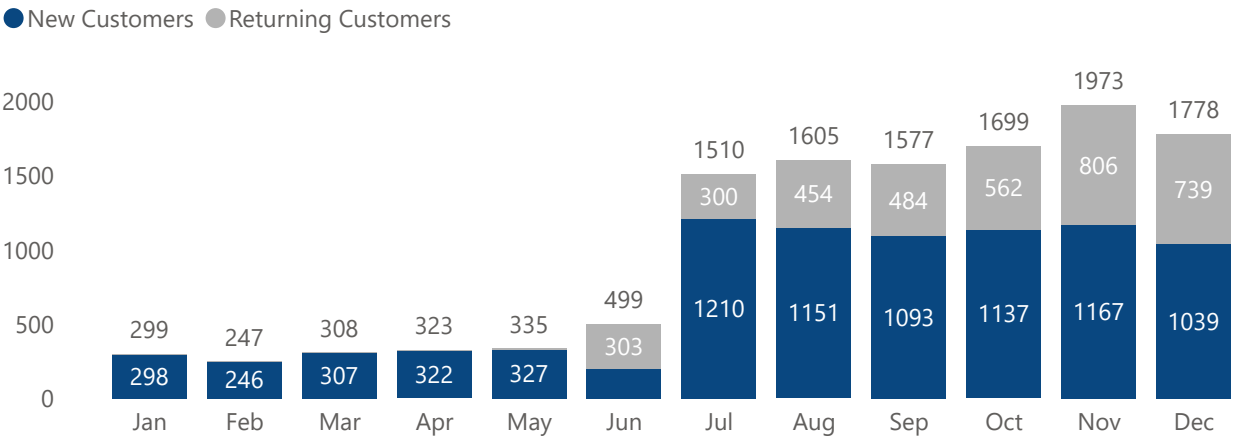
[Top]   [Bottom]

Top 10 Customers by Sales

Customer	Sales
Maurice Shan	10.5K
Janet Munoz	10.1K
Jordan Turner	7.3K
Larry Vazquez	7.3K
Kaitlyn Henderson	7.3K
Nichole Nara	7.3K
Kate Anand	7.3K
Margaret He	7.3K
Lawrence Alonso	7.3K

(0K – 5K – 10K)
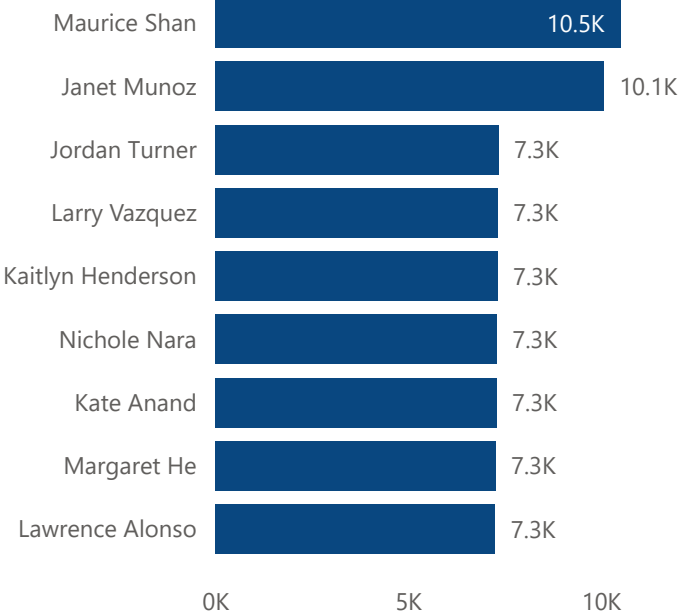
Customers Count vs PY Customer Count

● Customers Count   ● PY Customer Count

Month (2019)	Customers Count	PY Customer Count
Jan	299	194
Feb	247	178
Mar	308	203 / 219
Apr	323	–
May	335	223
Jun	499	246
Jul	1510	282
Aug	1605	207
Sep	1577	222
Oct	1699	205
Nov	1973	320
Dec	1778	245
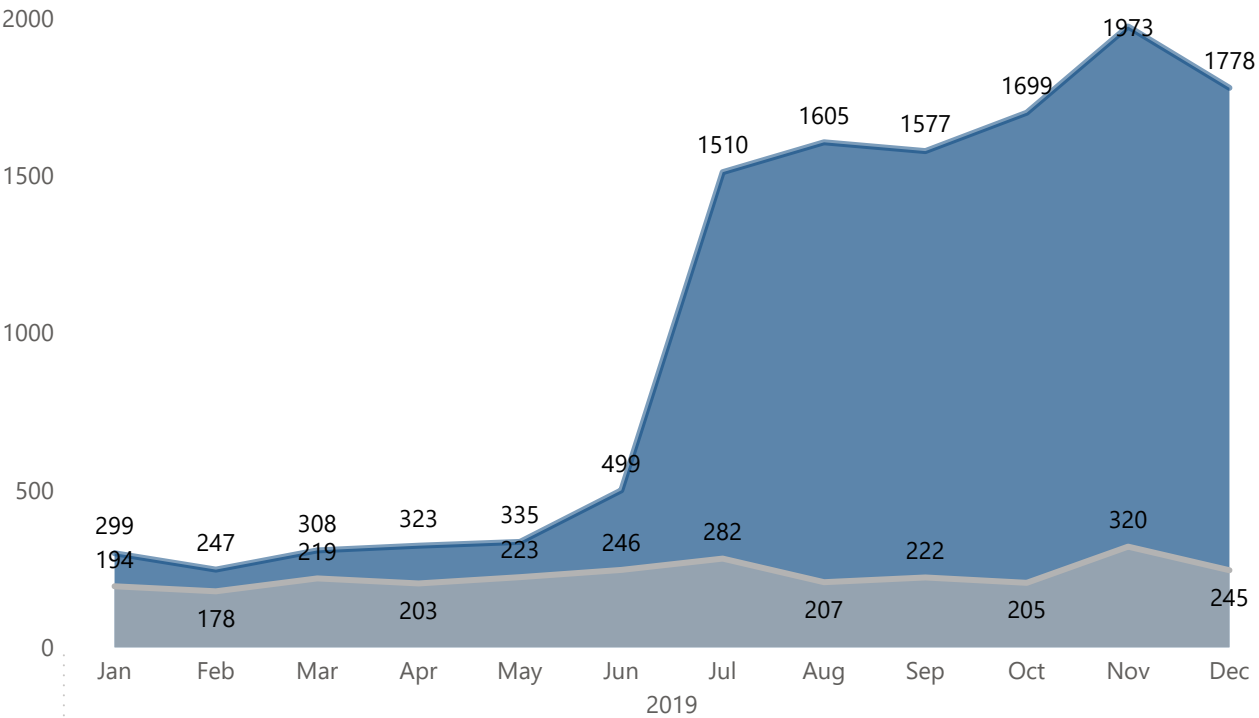
Customer Analytics

First Order	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
January, 2019	298					23	27	19	20	21	42	34	57	31	27	14	38
February, 2019	246			12	11	17	16	16	39	19	57	52	31	14	10		
March, 2019	307		1	13	8	14	8	10	54	14	22	61	62	15	33		
April, 2019	322		3	14	11	8	23	35	41	12	27	79	50	25			
May, 2019	327	10	11	17	8	15	16	44	25	25	32	72	57				
June, 2019	196		2	1				1		1	7	1					
July, 2019	1210	70	76	66	72	76	65	59	79	74	70	66					
August, 2019	1151	44	46	37	51	41	36	40	44	37	34						
September, 2019	1093	27	35	34	32	32	37	25	31	37							
October, 2019	1137	40	32	38	33	24	37	28	35								
November, 2019	1167	27	34	37	44	32	32	25									
December, 2019	1039	21	30	32	26	45	25										
January, 2020	1088	19	37	25	33	25											
February, 2020	981	21	26	27	28												
March, 2020	1134	23	26	26													
April, 2020	1144	21	32														
May, 2020	1165	20															