

Dash de Captação

 Data Início: January 1, 2022 

 Data Final (Fechamento de mês): November 28, 2025 

 Estratégia: GT 

Tipo de cliente ao longo do tempo



The chart displays the distribution of client types over time. The Y-axis represents the percentage of clients, ranging from 0% to 100% in 20% increments. The X-axis shows time in monthly intervals, with labels every three months (January, April, July, October) for each year from 2022 to 2025. The legend at the top identifies six client types by color: Green, Red, Teal, Blue, Orange, and Purple. The data shows a significant shift in the composition of client types over the three-year period, with the Green segment (bottom) showing a general upward trend in its share of the total, while other segments like Teal and Blue show varying degrees of stability or decline.

Month	Green	Red	Teal	Blue	Orange	Purple
January 2022	35%	10%	36%	10%	9%	0%
April 2022	36%	19%	28%	10%	7%	0%
July 2022	38%	19%	26%	10%	7%	0%
October 2022	40%	18%	23%	10%	9%	0%
January 2023	41%	17%	21%	10%	11%	0%
April 2023	42%	17%	19%	10%	11%	0%
July 2023	43%	16%	18%	10%	12%	0%
October 2023	41%	16%	19%	10%	14%	0%
January 2024	40%	16%	18%	10%	16%	0%
April 2024	41%	15%	17%	10%	17%	0%
July 2024	40%	15%	17%	10%	18%	0%
October 2024	39%	15%	17%	10%	19%	0%
January 2025	37%	16%	17%	10%	20%	0%
April 2025	34%	17%	17%	10%	21%	0%
July 2025	39%	16%	17%	10%	18%	0%
October 2025	43%	14%	15%	10%	18%	0%