

# Annual Customer Activity Growth Analysis

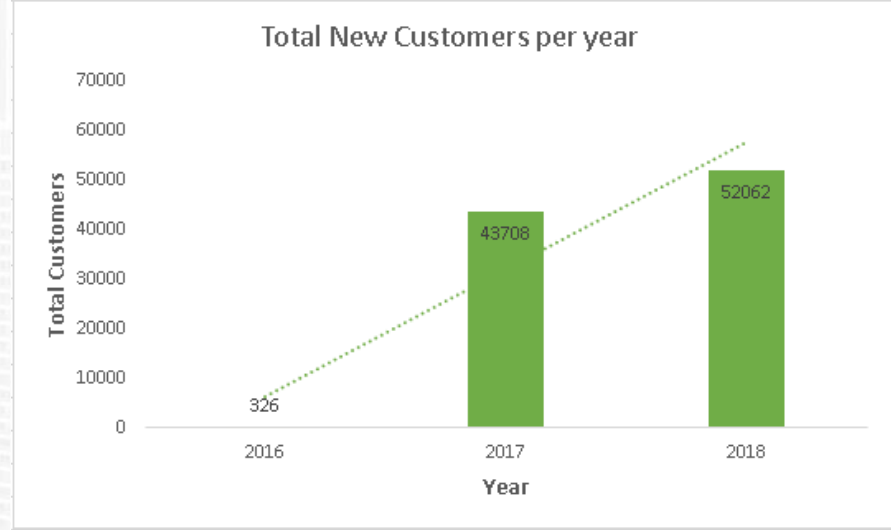
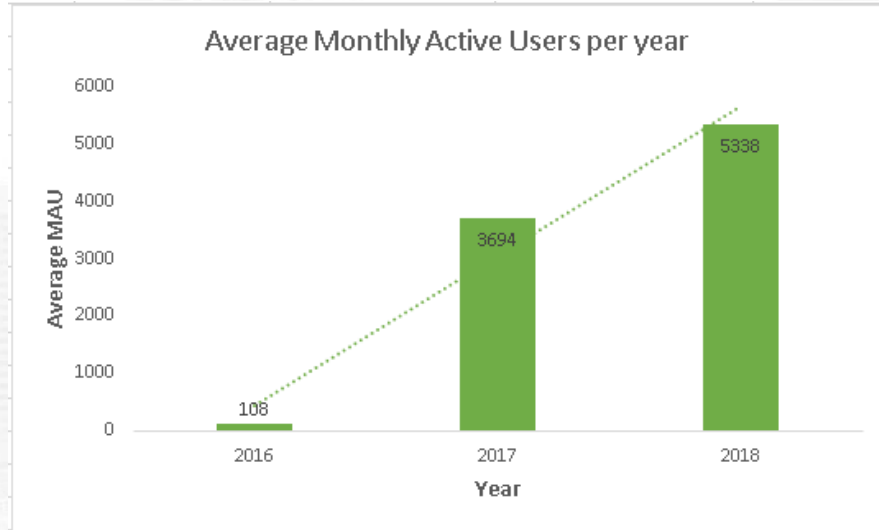
In this project, various metrics are used to assess eCommerce business performance, mainly focusing on customer engagement and growth. The metrics used include the following:

- **Average Monthly Active Users per year**
- **Number of New Customers per year**
- **Number of Customer Repeat Orders per year**
- **Average Frequency of Customers Orders per year**

here is the query results table for each customer growth metric

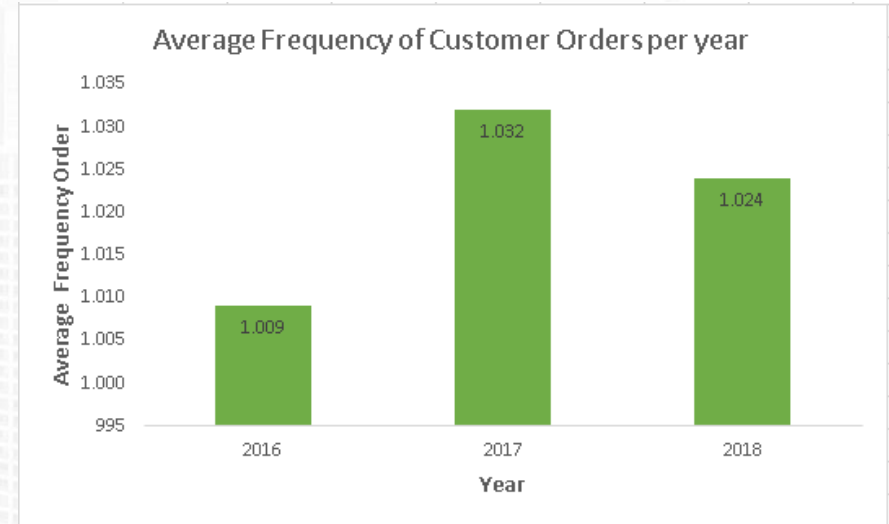
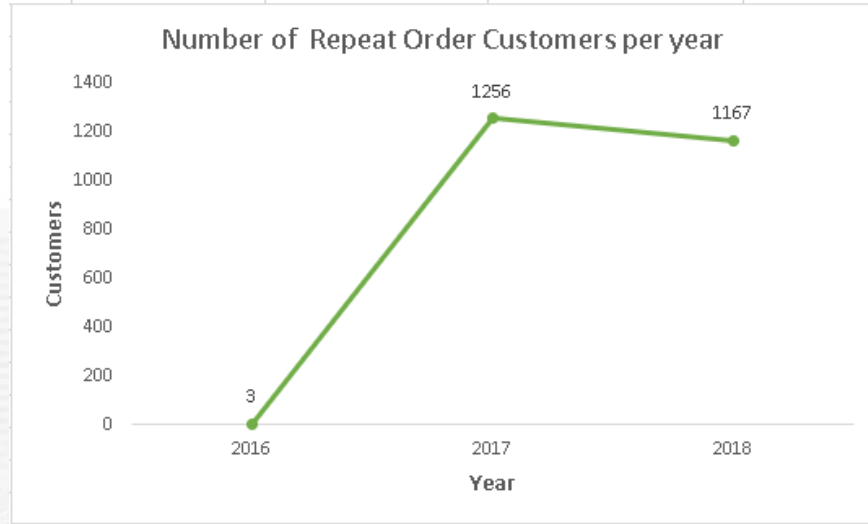
	year double precision 🔒	avg_mau numeric 🔒	total_new_customer bigint 🔒	customer_repeat_order bigint 🔒	avg_frequency_order numeric 🔒
1	2016	108	326	3	1.009
2	2017	3694	43708	1256	1.032
3	2018	5338	52062	1167	1.024

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- The average monthly active user (MAU) has increased every year.
- The number of new customers has also increased from year to year. In line with MAU, new customers also experienced a rapid increase in 2017.

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- There was a fluctuating increase in **repeat orders** made by customers. It fluctuates annually. We saw an increase in the number of customers making repeat orders in 2017 and then decreased in 2018.
- **The frequency of orders** needs to be a concern because for three years it has not changed. This happens because the number of customers who repeat orders is still lacking, the average customer makes only 1 repeat order.