

Repeat Customer Rate

2020202120222023

JanFebMarAprMayJunJulAugSepOctNovDec

Marketing Campaign

All

Order Channel

All

Product Brand

All

Product Category

All

State

All

5,000

Total Customers

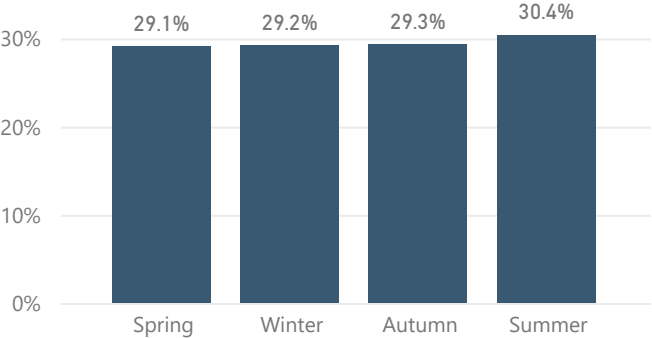
1,474

Repeat Customers

29.5%

_Repeat Customer Rate

_Repeat Customer Rate by Season

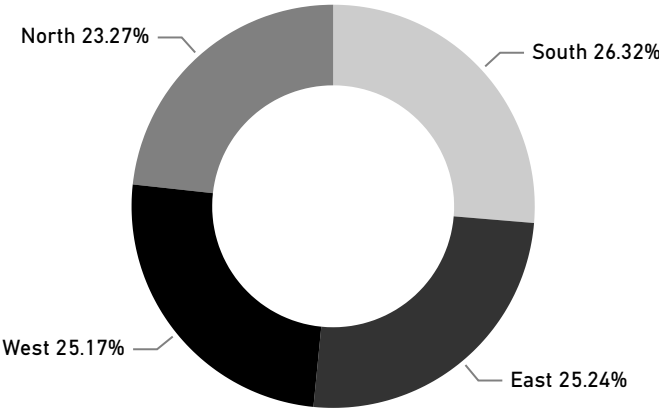


_Repeat Customer Rate by Month Name Short



Marketing Campaign	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Referral	31.7%	25.9%	27.3%	23.6%	31.4%	39.2%	35.5%	38.9%	34.7%	29.3%	31.3%	33.0%	31.7%
Holiday Campaign	30.0%	33.0%	30.6%	33.3%	25.7%	29.5%	25.7%	30.6%	34.6%	25.2%	29.7%	23.9%	29.2%
Summer Sale	28.0%	31.9%	30.9%	30.2%	34.9%	34.2%	25.3%	25.2%	27.0%	27.7%	26.5%	25.0%	29.0%
Email Promo	29.1%	29.8%	26.7%	26.0%	30.8%	26.5%	24.4%	21.2%	31.2%	27.4%	31.3%	32.0%	28.0%
Total	29.6%	30.2%	28.9%	28.2%	30.7%	32.3%	28.0%	28.9%	31.8%	27.2%	29.5%	28.4%	29.5%

_Number of Orders by Region



_Number of Orders by State and State

State IL NY PA MI CA TX NC OH FL GA

