

Customer Acquisition Performance 2015

Region

Total New Customers
4,014

Total Balance New Customers
£159.62M

1 Oct 2015 - 31 Dec 2015

New Customers in Range

1,613

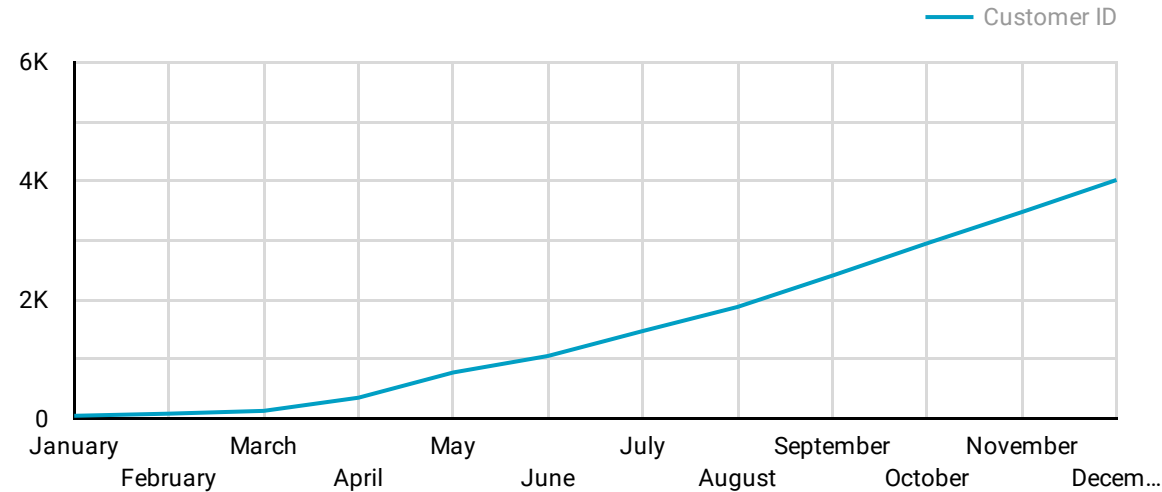
↑ 19% from previous 92 days

New Cust. Balance in Range

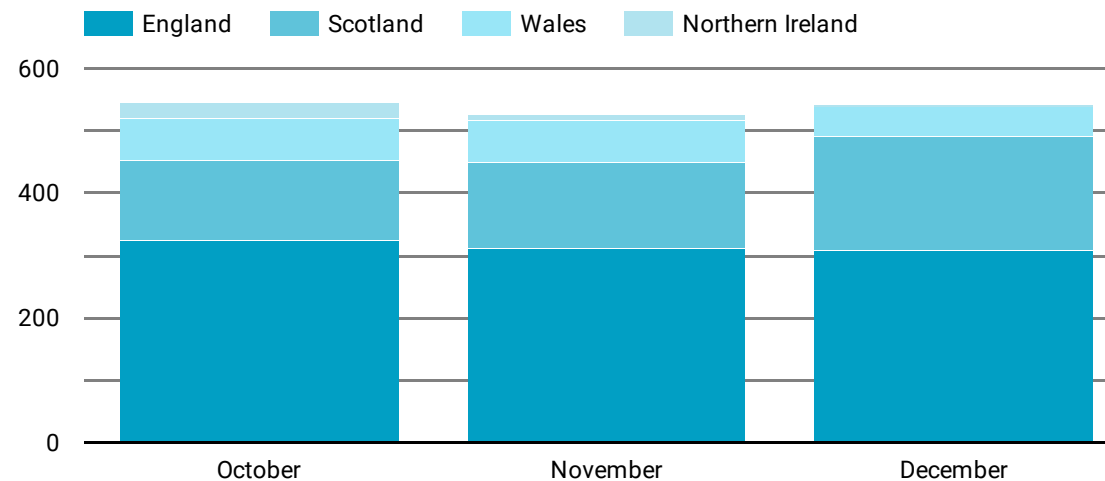
£62.67M

↑ 11% from previous 92 days

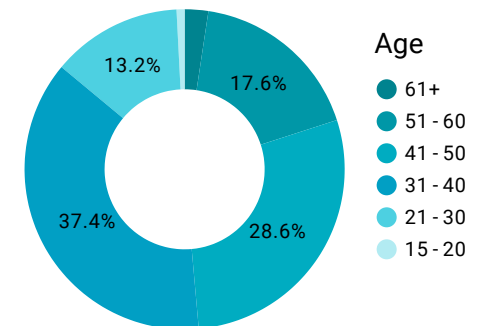
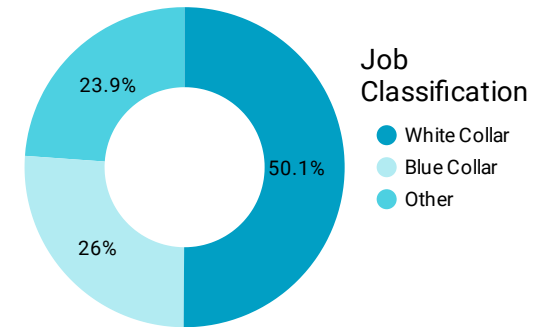
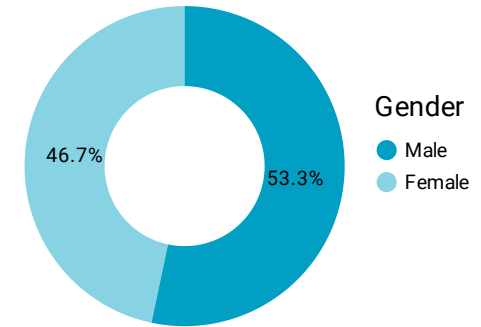
Annual Customer Base Growth (Increase from 2014)



Monthly New Customers



New Customers Demographic



View Interactive Dashboard on Google Data Studio

<https://datastudio.google.com/reporting/9cda8c89-547b-47b9-a67d-1f03447dd901>