



# Customer Behavior Dashboard

Unlocking insights through data visualization and customer intelligence



OVERVIEW

# Understanding Customer Behavior

## Data-Driven Insights

Transform raw customer data into actionable intelligence

- Purchase patterns
- Engagement metrics
- Behavioral trends

## Strategic Value

Make informed decisions that drive growth

- Optimize marketing
- Improve retention
- Increase revenue



ANALYTICS

# Key Performance Indicators

87%

## Customer Satisfaction

Overall satisfaction rate  
across all touchpoints

2.4x

## Engagement Growth

Year-over-year increase  
in customer interactions

\$156K

Average Revenue  
Per customer lifetime  
value

42%

## Repeat Purchase

Customers making  
multiple purchases

# Customer Journey Mapping



# Customer Segments

## Premium Users

28% of customer base

- High-value purchases
- Frequent engagement

## At-Risk

9% of customer base

- Declining activity
- Retention focus

## Regular Customers

45% of customer base

- Consistent purchases
- Moderate engagement

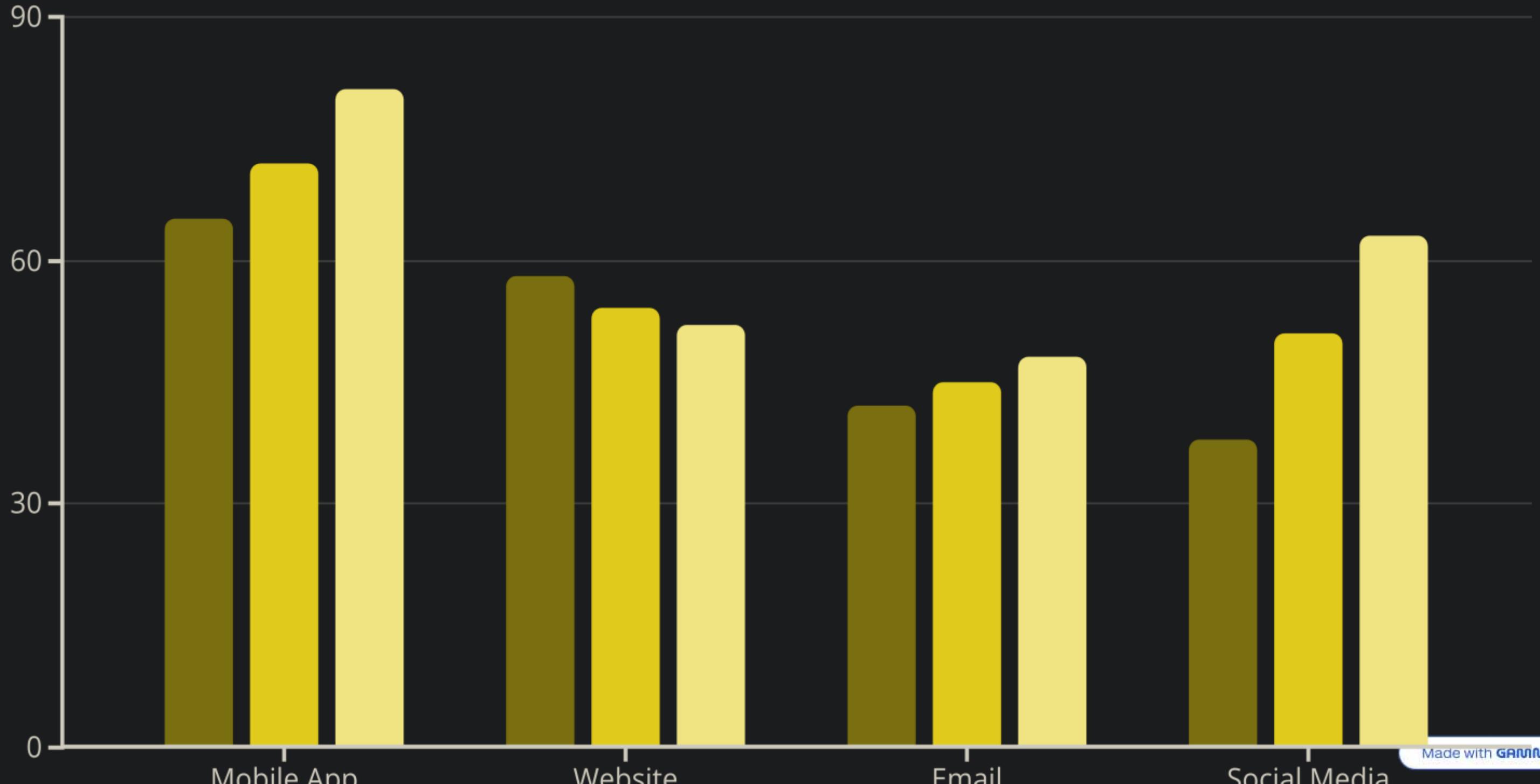
## New Adopters

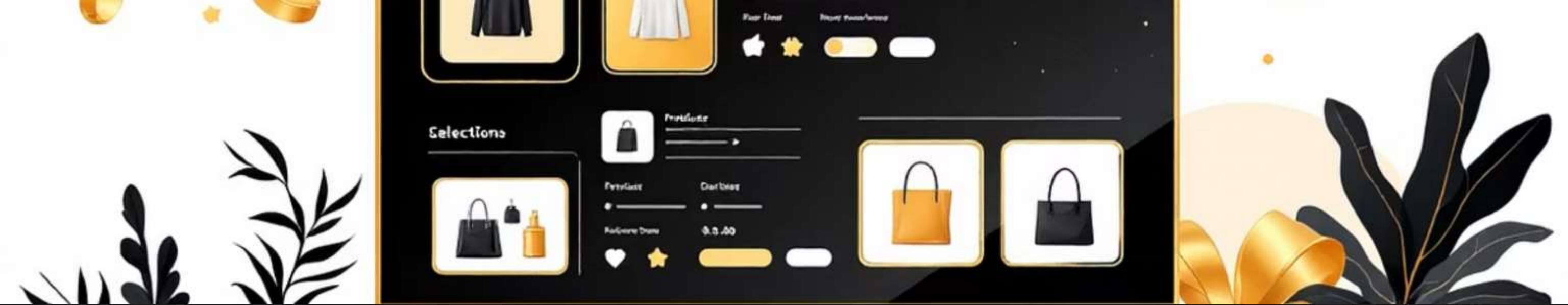
18% of customer base

- Recent signups
- Growth potential



# Behavioral Patterns Analysis





# Purchase Behavior Insights



Average Order Value

\$127

15% increase from last year



Purchase Frequency

3.2x per month

Most active on weekends



Product Preferences

Top 3 categories

Electronics, fashion, home goods



## RECOMMENDATIONS

# Strategic Action Items



## Personalization

Implement AI-driven product recommendations

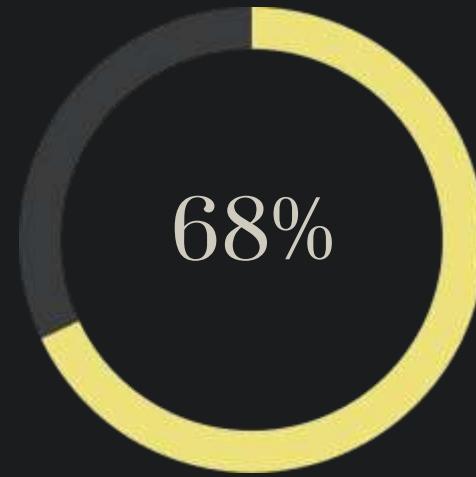
## Mobile Optimization

Enhance app features and user experience

## Loyalty Program

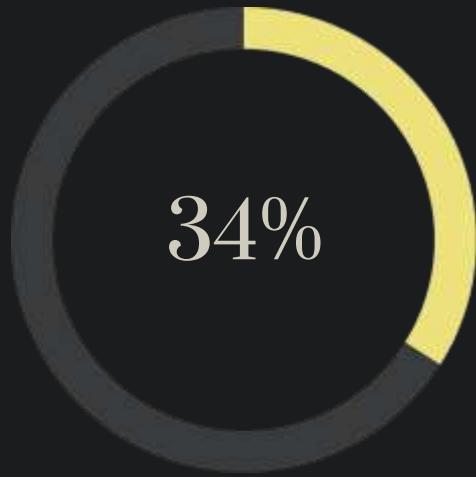
Launch rewards system for repeat customers

# Retention & Growth Opportunities



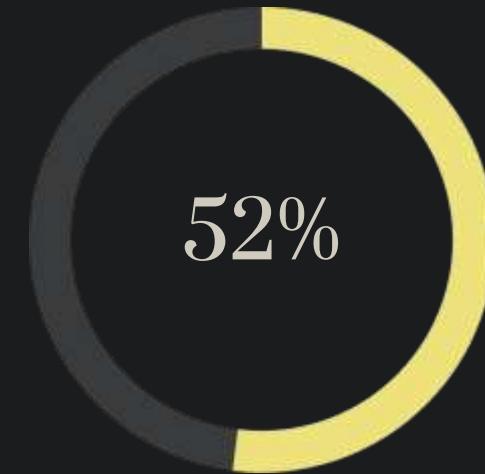
Retention Rate

Strong customer loyalty foundation



Upsell Success

Cross-sell conversion rate



Referral Rate

Customers recommending to others

## Key Insight

Focus on at-risk segment could recover **\$2.3M** in annual revenue



# Next Steps

01

## Deploy Dashboard

Roll out to all stakeholders with training sessions

02

## Monitor Metrics

Weekly review of KPIs and behavioral trends

03

## Optimize Campaigns

Apply insights to marketing and product strategies

04

## Measure Impact

Track ROI and adjust approach based on results