



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

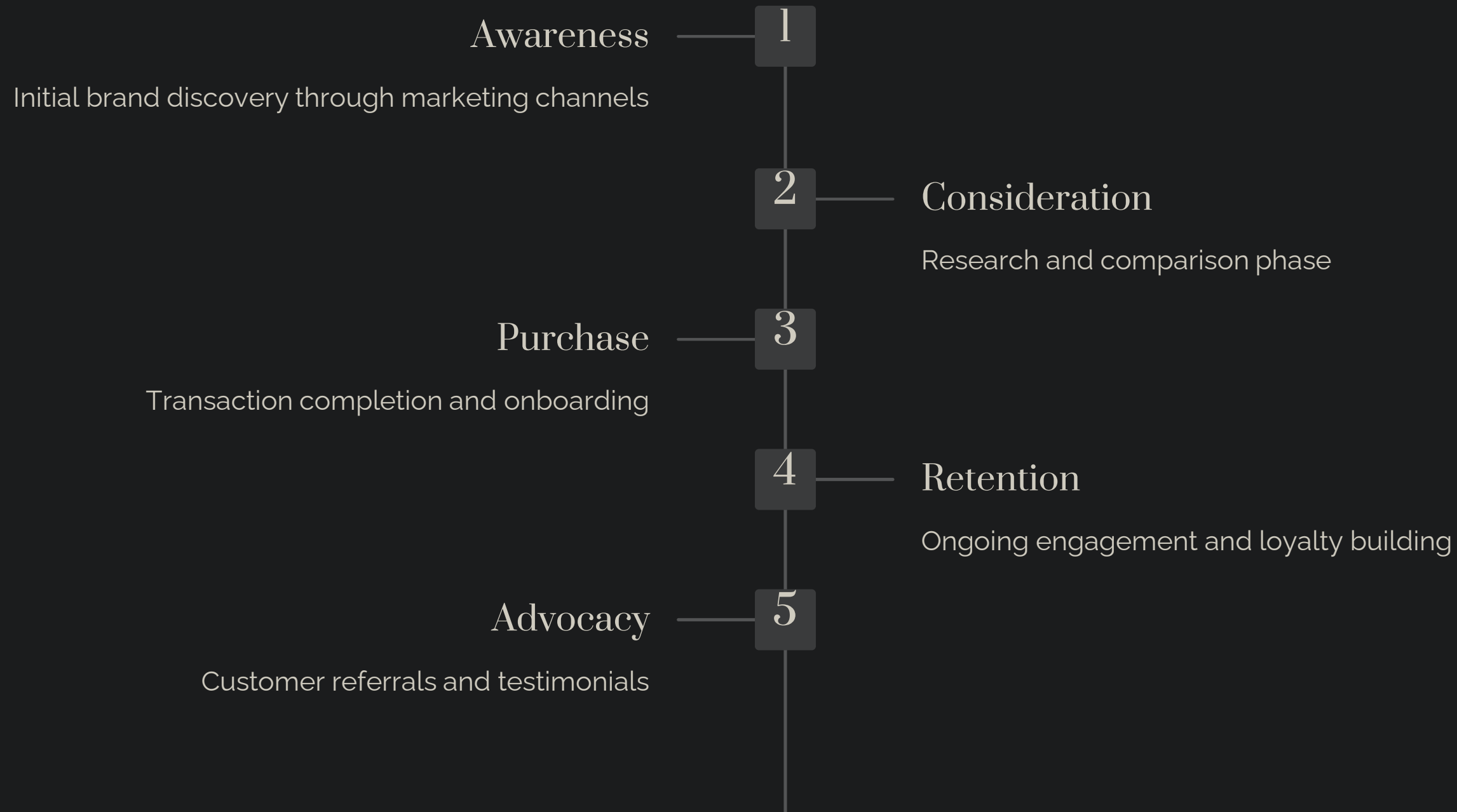
Per customer lifetime
value

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

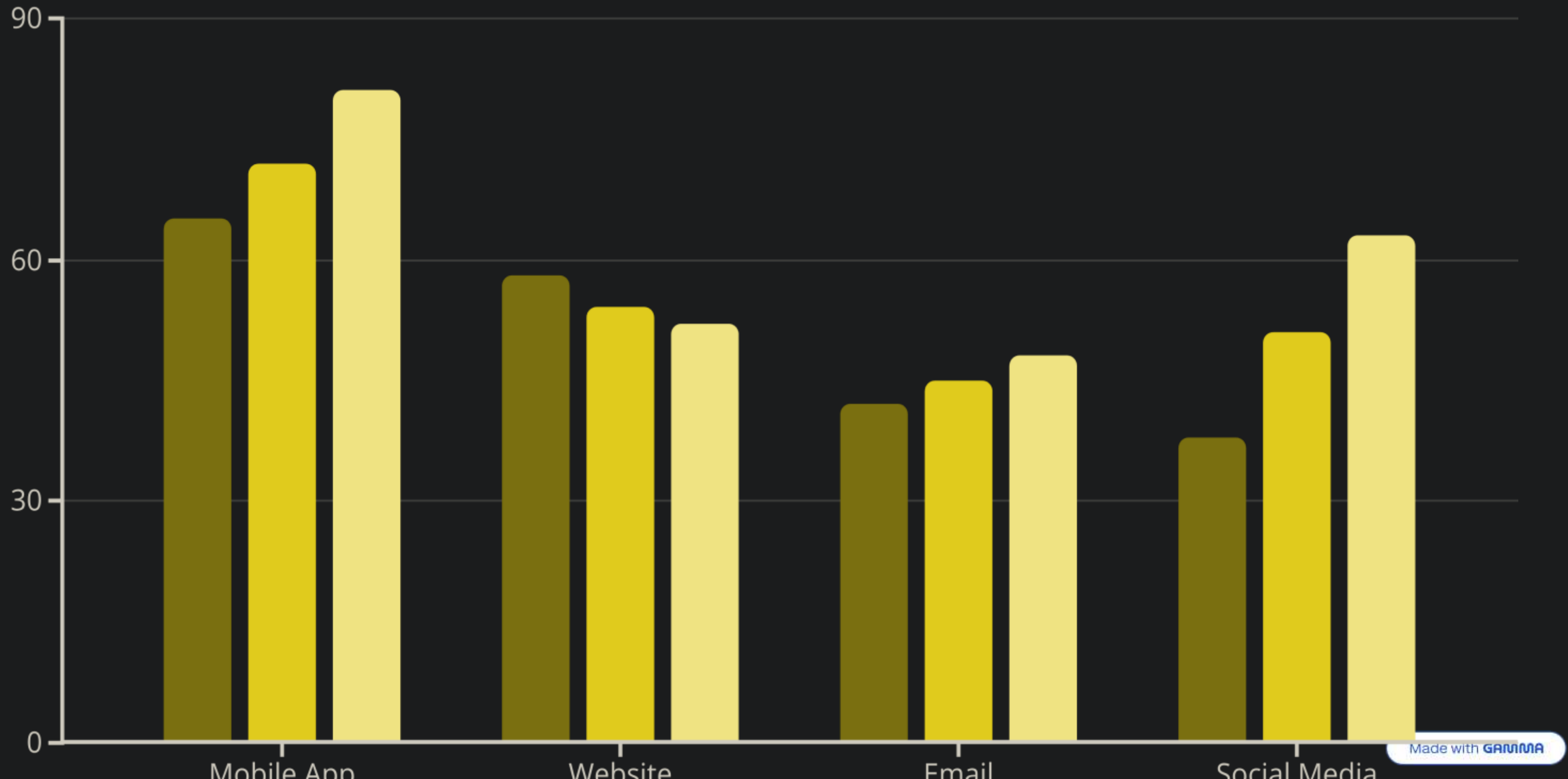
- Consistent purchases
- Moderate engagement

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

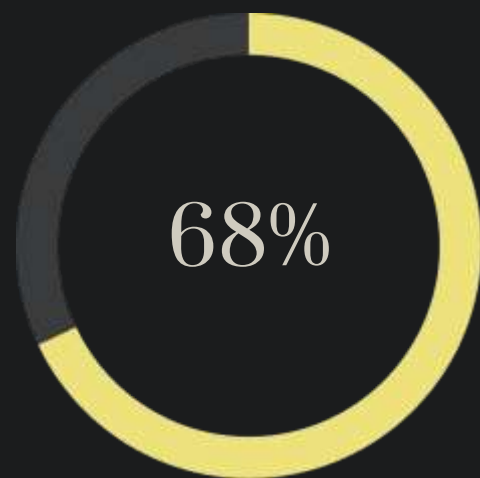
Enhance app features and user experience



Loyalty Program

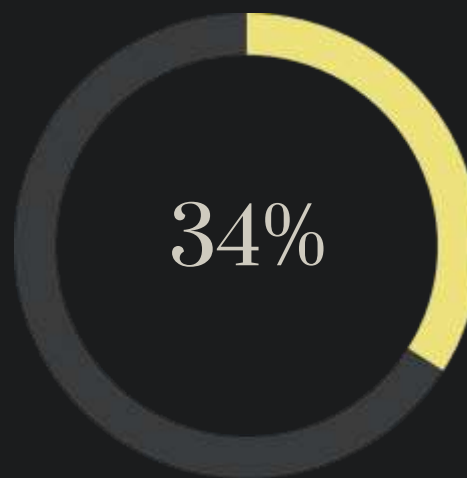
Launch rewards system for repeat customers

Retention & Growth Opportunities



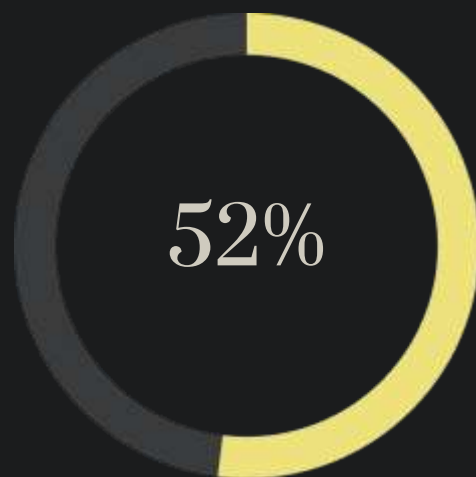
Retention Rate

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