Ecommerce Sales Dashboard

500 — Customer Count

499.31 — Avg Spend

41.43 — Revenue per App Minute

13.47 — Revenue per Website Minute

249.66K — Total Revenue

Revenue per Minute by Channel

Channel	Revenue per Minute
App	41
Website	13
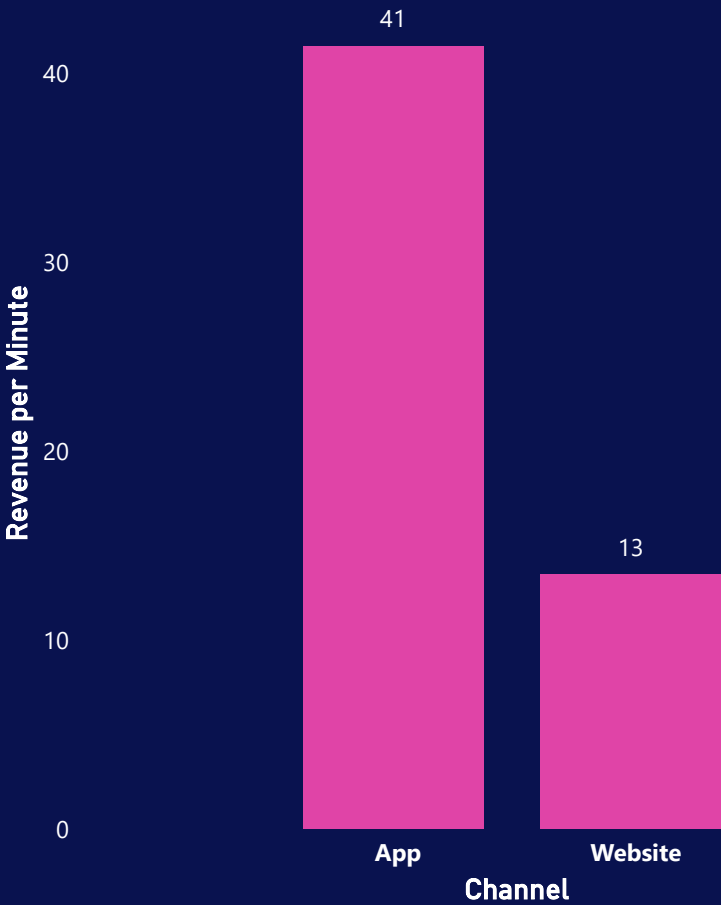
Total Revenue by Membership Cohort

Membership Cohort	Total Revenue
Established (2-4 yrs)	147K
Loyal (>4 yrs)	90K
New (<2 yrs)	13K
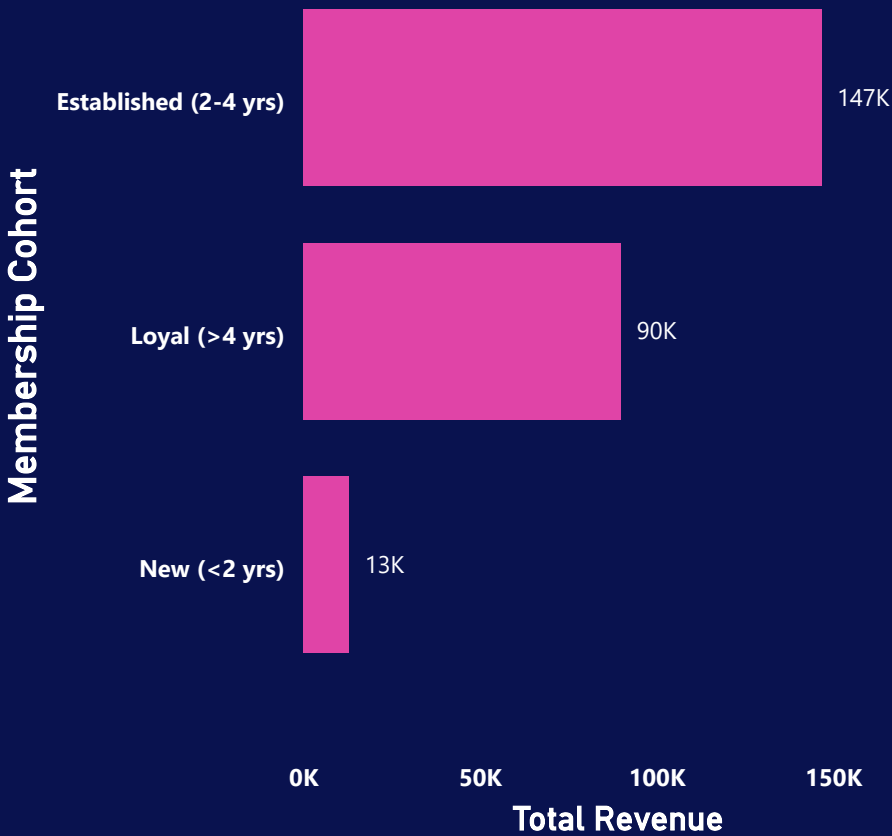
Spend Tier
- ☐ High Value
- ☐ Low Value
- ☐ Mid Value

Membership Cohort
- ☐ Established (2-4 yrs)
- ☐ Loyal (>4 yrs)
- ☐ New (<2 yrs)

State
- ☐ AK
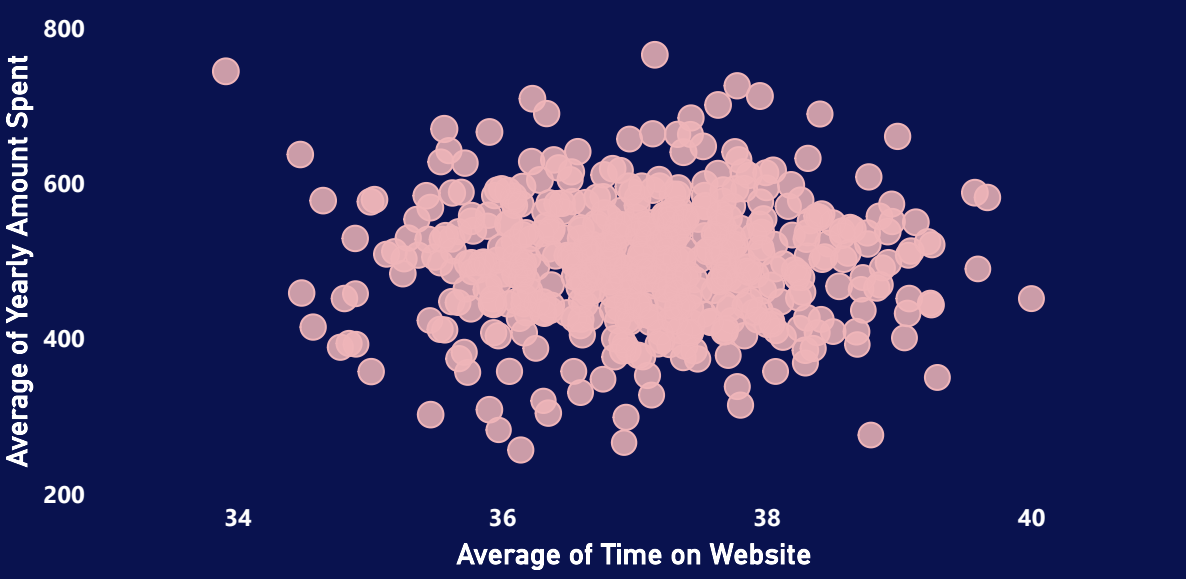- ☐ AL
- ☐ AR
- ☐ AS
- ☐ AZ

Ecommerce Sales Dashboard

Website Usage Vs Revenue

App Usage Vs Revenue
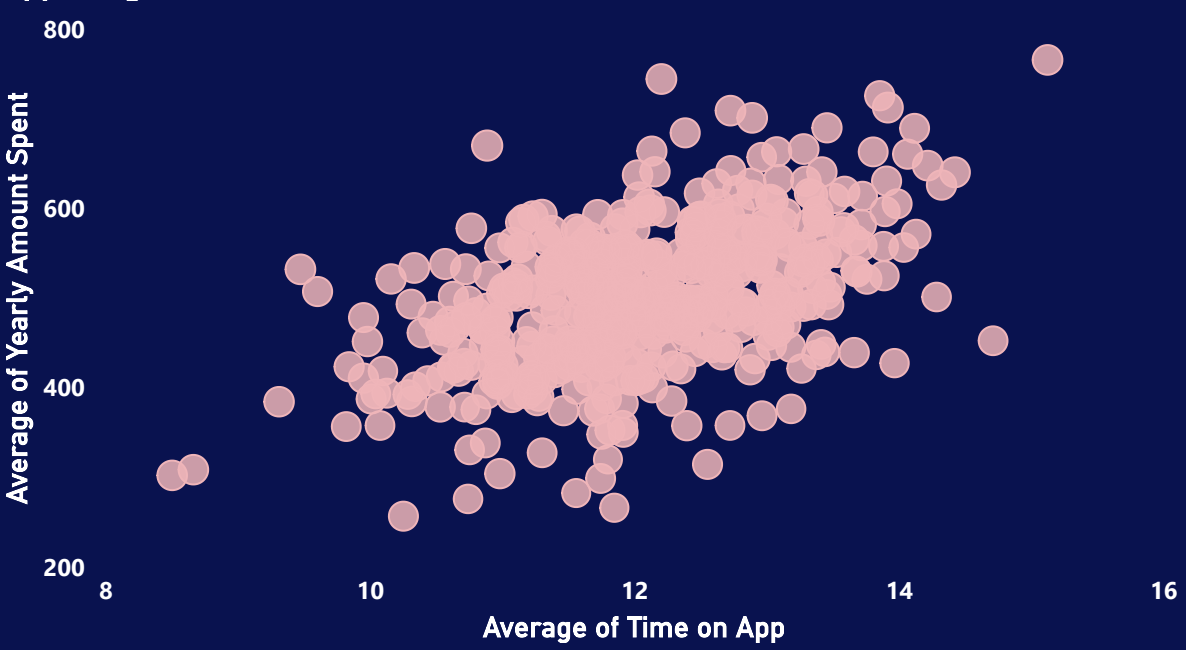
Time on Website	Time on App	Avg. Session Length	Yearly Amount Spent
33.91	12.21	34.60	744.22
34.48	12.03	33.87	637.10
34.49	12.04	33.64	458.78
34.57	10.97	33.24	414.94
34.65	10.77	34.21	577.74
34.78	11.08	32.77	388.94
34.81	10.98	33.79	451.73
34.85	10.13	32.73	393.86
34.89	13.69	33.61	529.06
34.89	11.73	32.13	457.85
34.90	10.89	31.81	392.81
35.01	12.85	34.57	576.31
35.01	12.40	33.50	357.59
35.04	12.47	34.05	578.99
35.13	12.72	32.39	508.77
35.19	11.91	32.09	512.17
35.25	11.59	33.93	483.67
35.26	11.37	32.77	502.77
35.29	11.98	33.11	529.54
35.36	12.70	33.08	553.60
35.37	11.63	32.82	507.44
35.43	13.13	34.19	583.98
35.44	12.58	34.18	527.78
35.46	12.13	31.27	423.47
35.46	11.33	34.60	568.72
Total			

State
- [ ] AK
- [ ] AL
- [ ] AR
- [ ] AS
- [ ] AZ
- [ ] Bo
- [ ] CA
- [ ] CO
- [ ] CT
- [ ] DC
- [ ] DE

Membership Cohort
- [ ] Established (2-4 yrs)
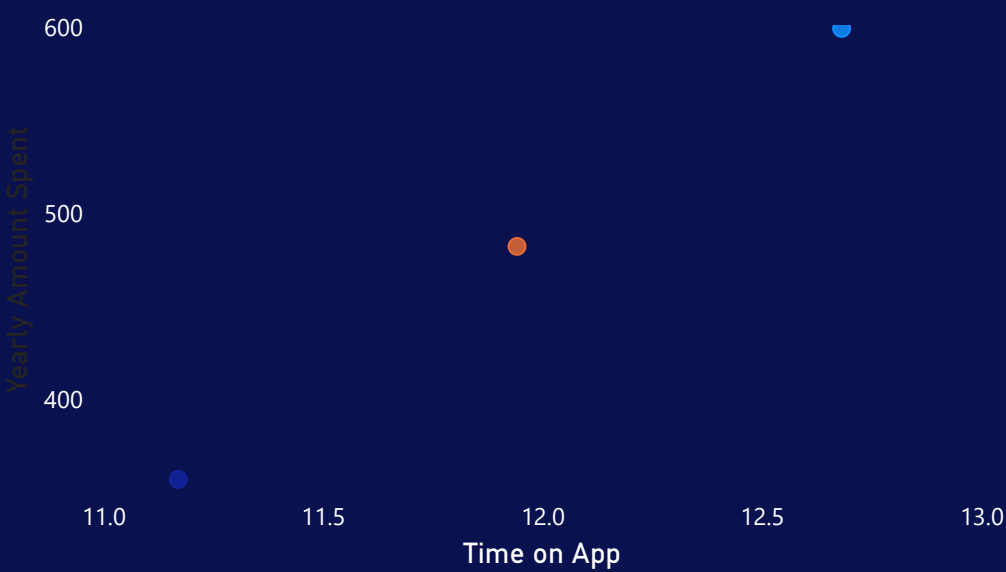- [ ] Loyal (>4 yrs)
- [ ] New (<2 yrs)

Spend Tier
- [ ] High Value
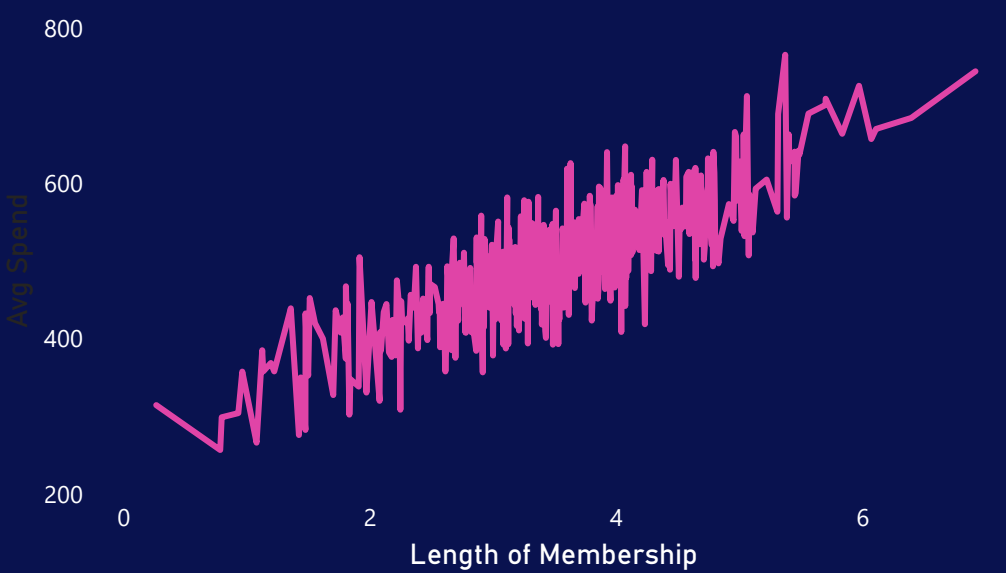- [ ] Low Value
- [ ] Mid Value

Ecommerce Sales Dashboard

Time on App and Yearly Amount Spent by Spend Tier

Spend Tier ● High Value ● Low Value ● Mid Value

Avg Spend by Length of Membership

State
- ☐ AK
- ☐ AL
- ☐ AR

Membership Cohort
- ☐ Established (2-4 yrs)
- ☐ Loyal (>4 yrs)
- ☐ New (<2 yrs)

Spend Tier
- ☐ High Value
- ☐ Low Value
- ☐ Mid Value

Email	Length of Membership	Membership Cohort	Yearly Amount Spent	Time on App
longphillip@yahoo.com	4.84	Loyal (>4 yrs)	496.93	10.75
dhudson@ramos.net	4.43	Loyal (>4 yrs)	494.64	11.73
elizabethnunez@vasquez-nelson.net	4.79	Loyal (>4 yrs)	493.18	10.31
fbryant@gmail.com	4.44	Loyal (>4 yrs)	490.79	10.89
ncummings@yahoo.com	4.09	Loyal (>4 yrs)	487.56	12.36
pallen@yahoo.com	4.10	Loyal (>4 yrs)	487.47	11.33
katherinegray@yahoo.com	4.29	Loyal (>4 yrs)	486.95	12.39
micheleblanchard@lopez-greene.com	4.51	Loyal (>4 yrs)	479.73	10.48
suzanne63@gmail.com	4.09	Loyal (>4 yrs)	478.26	10.73
cunninghamwilliam@hotmail.com	4.65	Loyal (>4 yrs)	478.17	9.95
mitchellscott@gmail.com	4.02	Loyal (>4 yrs)	473.36	10.95
dbenson@simpson.net	4.08	Loyal (>4 yrs)	442.06	11.35
aaron89@gmail.com	4.24	Loyal (>4 yrs)	418.60	10.10
knelson@gmail.com	4.05	Loyal (>4 yrs)	408.64	10.96
Total				

These customers have stayed with us for years but are currently under-spending. Targeted offers or engagement campaigns should focus here to prevent churn.

KEY INSIGHTS

App Engagement Is the Primary Revenue Driver

What we saw
Customers who spend more time on the **mobile app** consistently spend more annually.

The App usage vs revenue scatter plot shows a **strong positive trend**.
Revenue per App Minute is **significantly higher** than Website.
Why it matters
Engagement on the app directly translates into higher customer value.

Loyal Customers Contribute the Largest Share of Revenue

What we saw
Customers in the **Loyal (>4 years)** cohort generate the highest total revenue.

However, spend growth **plateaus** after a certain membership length.

Why it matters
Retention drives revenue, but loyalty alone does not guarantee increased spending.
At-Risk Loyal Customers Exist

What we saw

A segment of long-tenure customers shows **below-average annual spending**.

These customers remain active but under-engaged.

Why it matters

These customers are at risk of churn and represent **lost lifetime value**.

BUSINESS RECOMMENDATION
Prioritize Mobile App Investment
Improve app features, performance, and personalization.

Focus marketing campaigns on driving app usage, not just traffic.
Expected impact: Higher revenue efficiency and customer lifetime value

Launch Retention Campaigns for Loyal Customers

Create exclusive offers or loyalty rewards for long-tenure users.
Re-engage low-spending loyal customers with targeted incentives.
Expected impact: Reduced churn and stabilized revenue.

Upsell High-Engagement, Low-Spend Users
Identify users with high app usage but low annual spend.

Offer tailored upgrades, bundles, or premium features.

Expected impact: Revenue growth without increasing acquisition costs.

Use Behavioral Metrics as Early Warning Signals
Monitor declines in app usage or session length for loyal users.
Treat behavioral drops as **churn risk indicators**.

Expected impact: Proactive customer retention.