



APN D2B COHORT ANALYSIS

This dashboard offers real-time insights into customer behavior, sales trends, and cohort performance, enabling managers and analysts to make informed decisions, optimize marketing and sales strategies, and enhance overall business performance.

Benefits to the End User

- ✓ The APN D2B Cohort Analysis Dashboard is a digital interface designed to provide a visual snapshot of crucial data and metrics related to cohort performance.
- ✓ It shows year-on-year data based on customer acquisition date, focusing on the following key performance indicators (KPIs):
Value and Volume Contribution Based on Transaction Date:
Displays the total sales and number of transactions from each cohort over time.
- ✓ **Value and Volume Contribution Percentage on Transaction Date:**
Shows the percentage contribution of each cohort to overall sales on specific dates.

Important KPI & Metrics Used

Value/Volume Contribution.

Value/Volume Percentage.



Screens

