

Customer Trend Overview Dashboard

Total Revenue

43.46M

Total Order

13.43K

Total Customer

9465

Average Rating

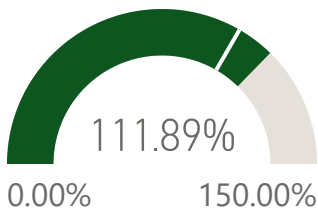
3.10

Purchase Date

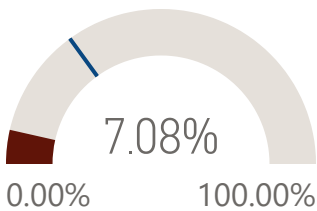
9/24/2023

9/23/2024

Total Revenue



Retention Rate



Product Type

Headphones

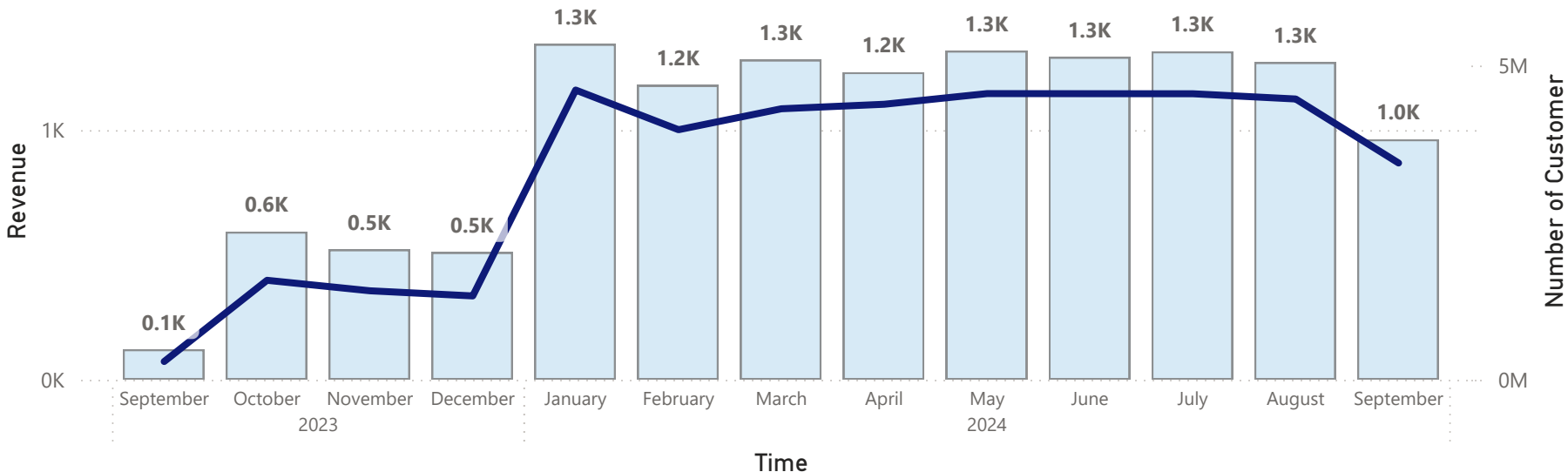
Laptop

Smartphone

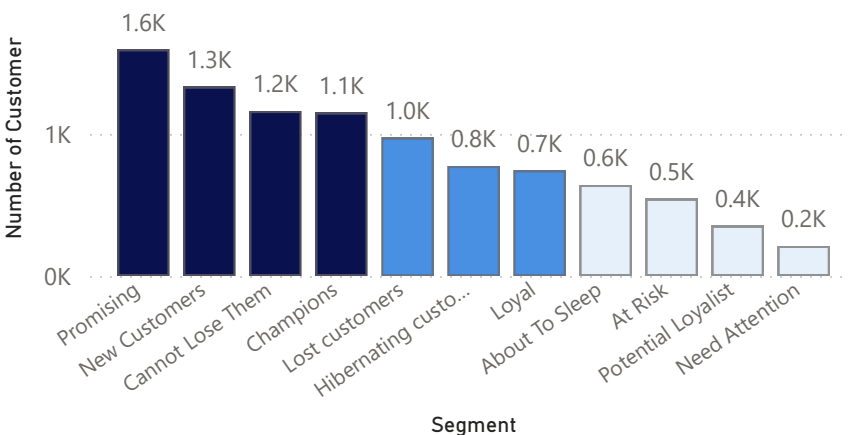
Smartwatch

Tablet

Revenue and Number of Customer by Time



Customer by Segment



Shipping Type

Expedited

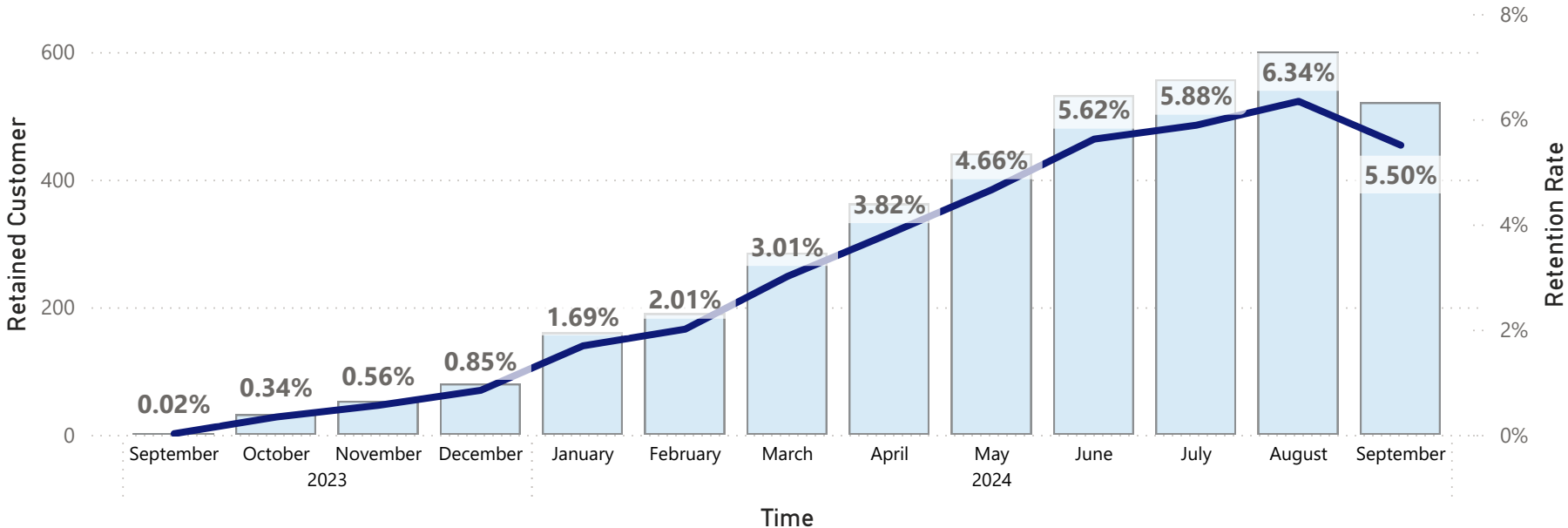
Express

Overnight

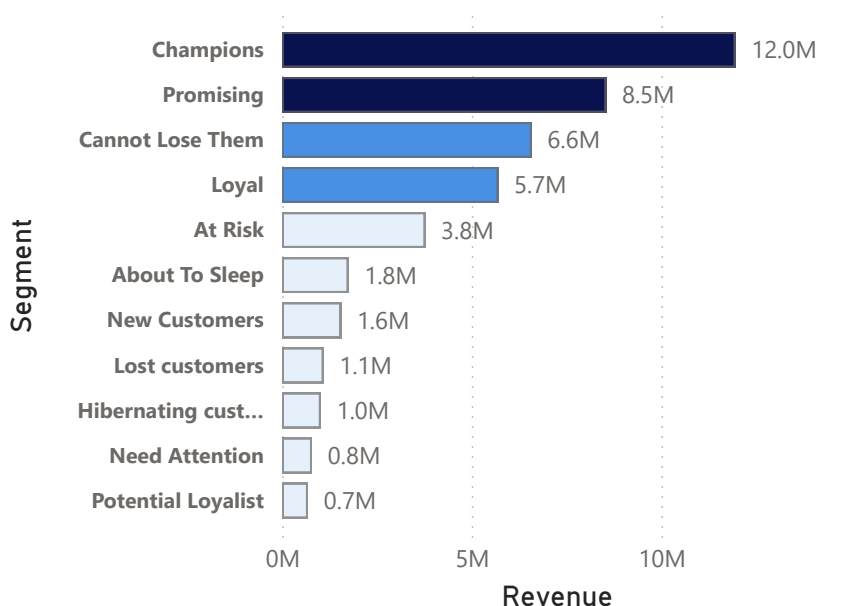
Same Day

Standard

Retention Rate by Time



Revenue by Segment



Customer Group Analysis Dashboard

Purchase Date

9/24/2023

9/23/2024

Segment Customer

All

Loyalty Member

No

Yes

Total Customer

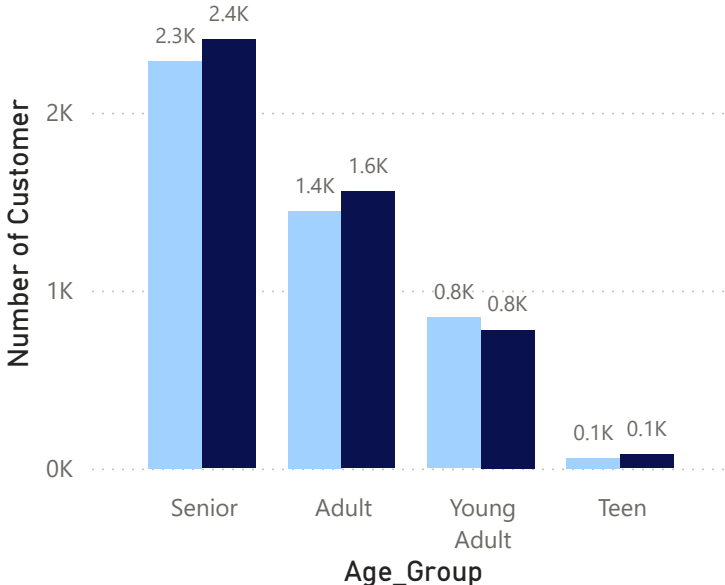
9465

Average Rating

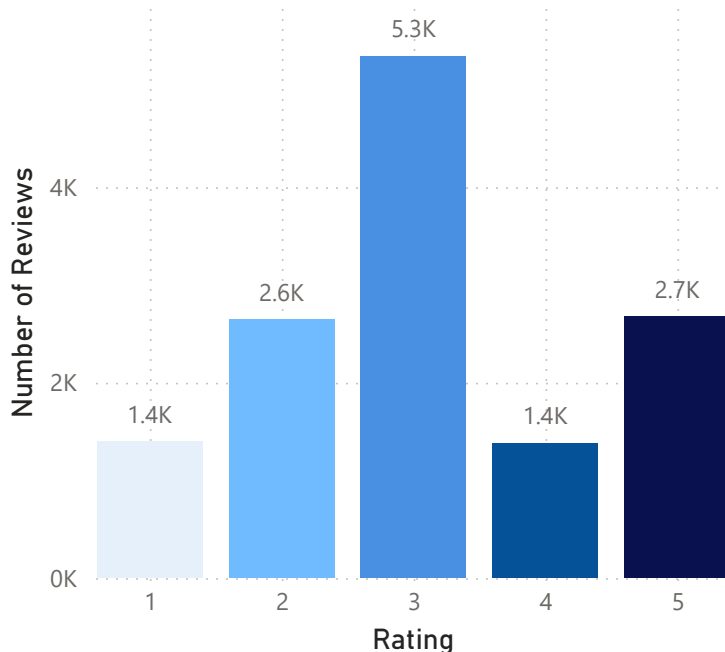
3.10

Customer Allocation by Age Group and Gender

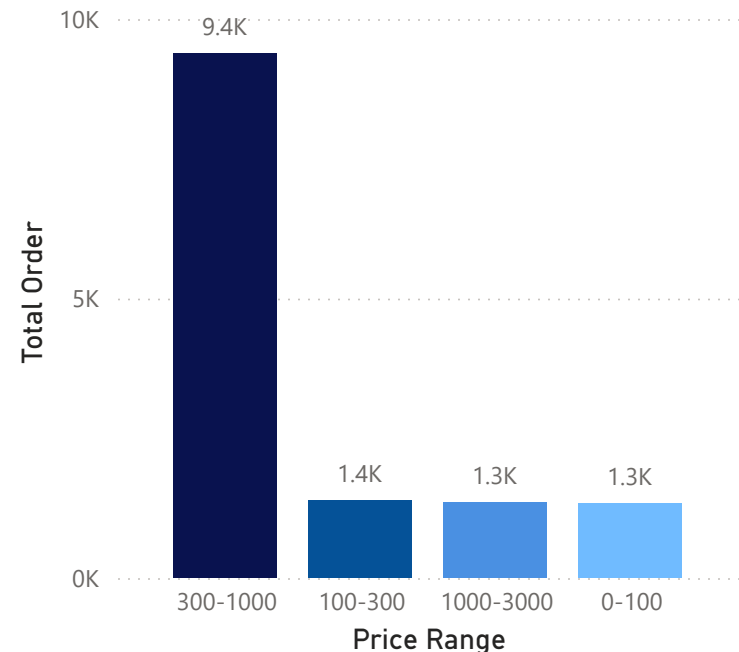
Gender Female Male



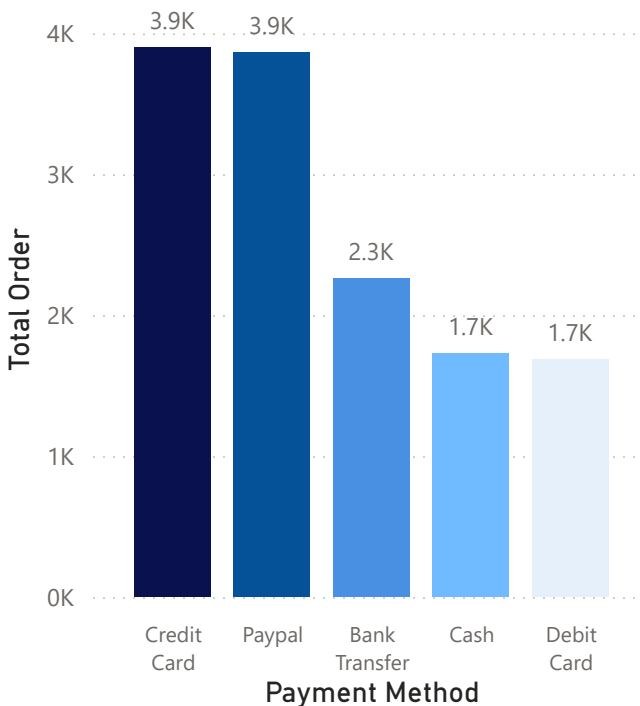
Customer Satisfaction Evaluation



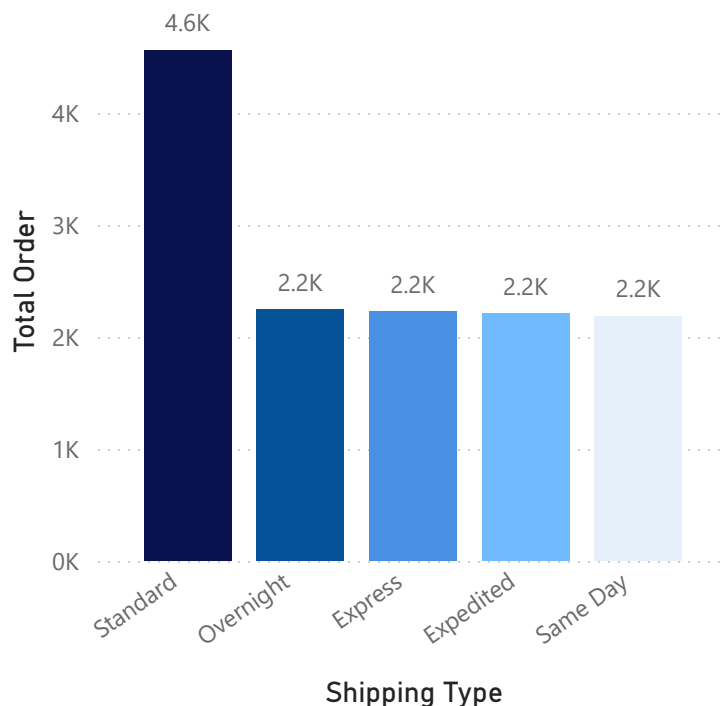
Purchasing Behavior by Product Value



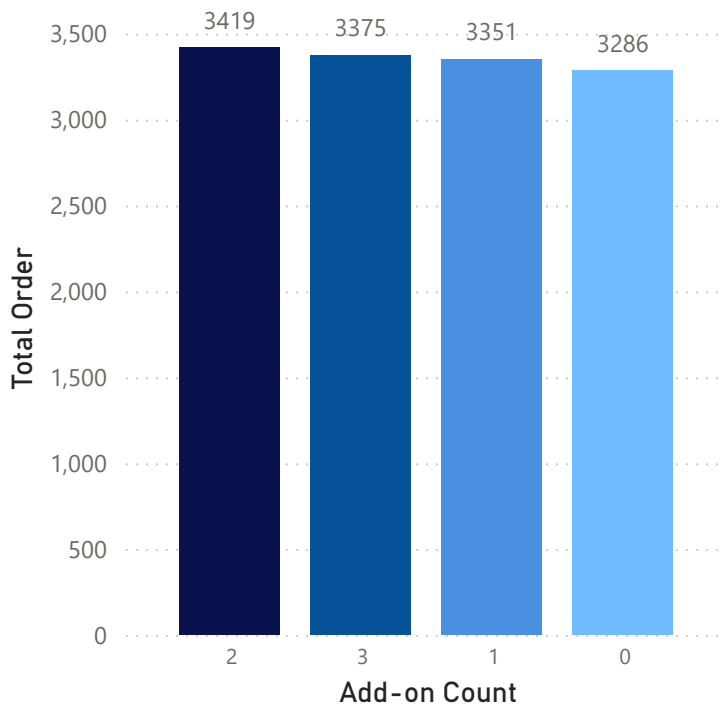
Customer Payment Method Preferences



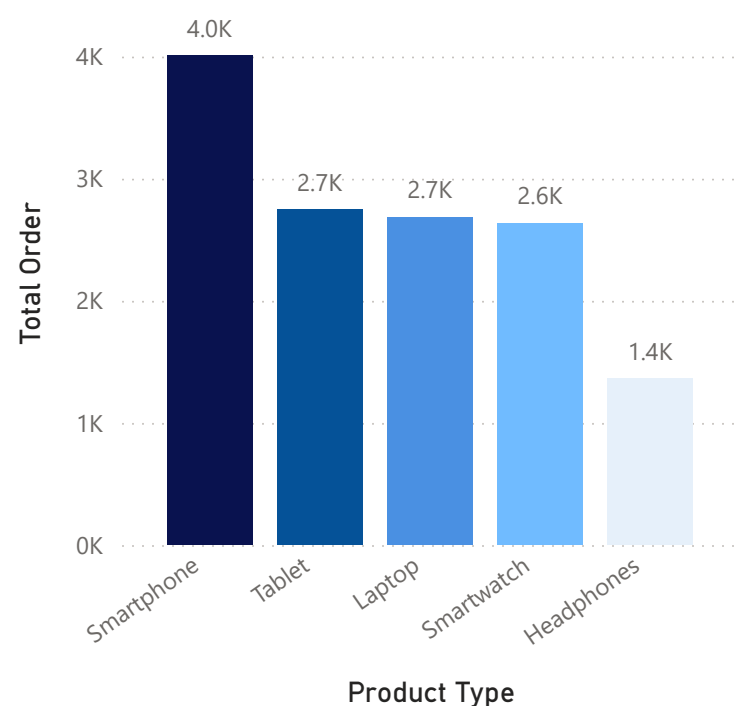
Customer Shipping Method Preferences



Impact of Add-ons Purchased



Customer Product Type Preferences



Customer Retention Rate Analysis Dashboard

Total Customer

9465

Segment Customer

All

Product Type

Headphones

Laptop

Smartphone

Smartwatch

Tablet

Purchase Date

9/24/2023

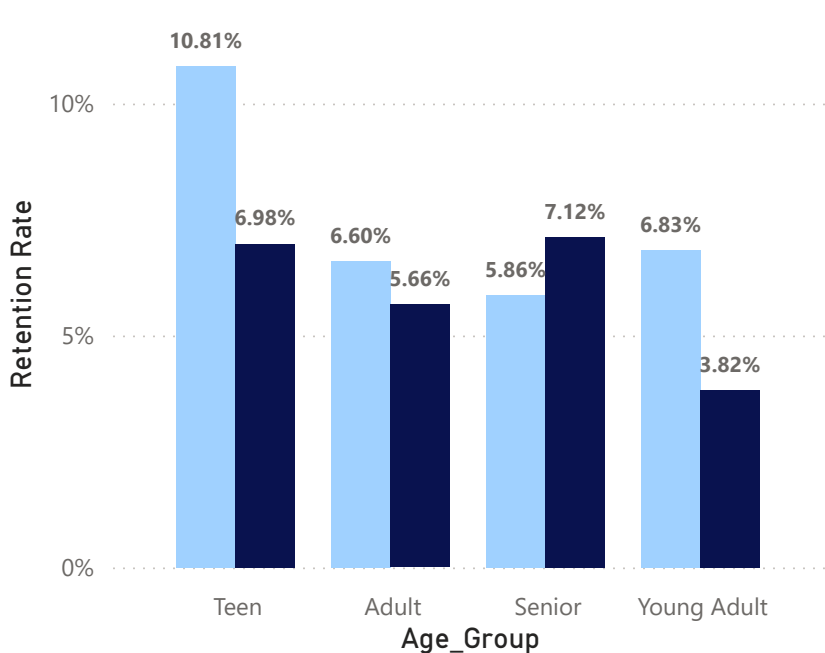
9/23/2024

Retention Rate By Time

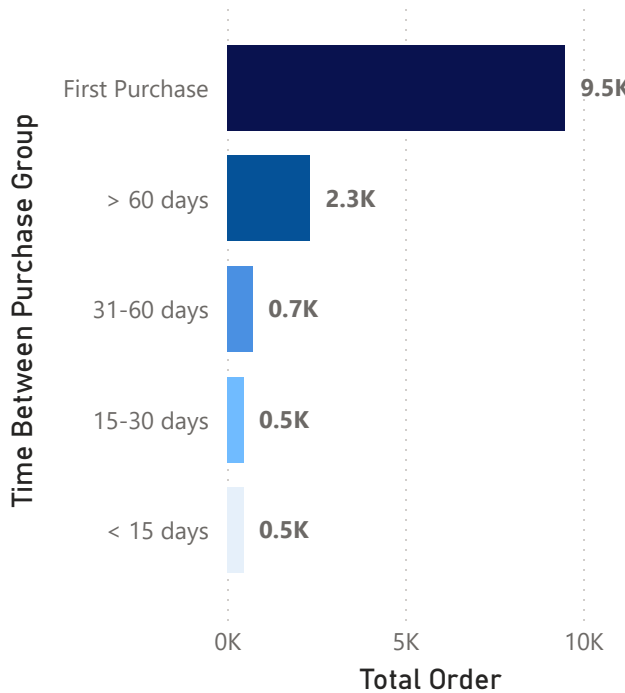
Month	0	1	2	3	4	5	6	7	8	9	10	11	12
2023-09	100.00%	9.09%	9.92%	9.92%	5.79%	5.79%	2.48%	7.44%	7.44%	3.31%	9.92%	4.13%	9.09%
2023-10	100.00%	4.65%	6.02%	6.20%	5.34%	6.88%	4.48%	6.02%	7.06%	4.13%	6.37%	4.65%	
2023-11	100.00%	4.36%	8.09%	4.98%	7.05%	5.60%	4.98%	6.02%	6.64%	5.60%	3.94%		
2023-12	100.00%	6.11%	3.62%	5.20%	5.88%	6.33%	5.88%	5.66%	4.30%	4.30%			
2024-01	100.00%	5.83%	7.13%	7.13%	7.53%	9.15%	6.88%	7.53%	5.43%				
2024-02	100.00%	6.32%	6.90%	7.29%	8.07%	7.77%	7.58%	5.25%					
2024-03	100.00%	7.49%	6.91%	7.00%	7.49%	6.42%	5.16%						
2024-04	100.00%	8.38%	8.05%	6.95%	7.50%	7.39%							
2024-05	100.00%	5.85%	7.28%	5.52%	6.07%								
2024-06	100.00%	8.65%	6.64%	6.89%									
2024-07	100.00%	9.86%	6.15%										
2024-08	100.00%	4.30%											
2024-09	100.00%												

Customer Allocation by Age Group and Gender

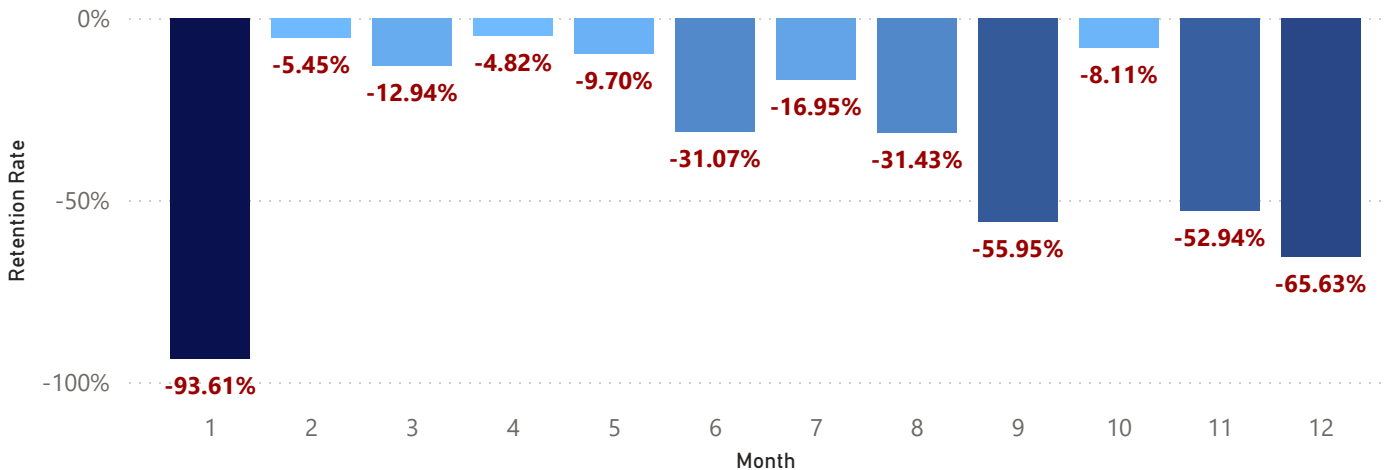
Loyalty Member No Yes



Order Distribution by Purchase Recency

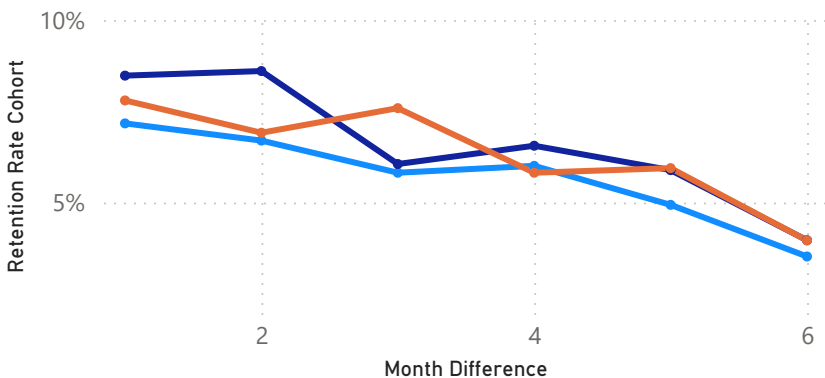


Analysis of Sharp Retention Rate Drops by Month



Retention Rate Trends by Monthly Difference and Rating Groups

Group Rating Average Bad Good



Retention Rate by Price Range

