

Unlock Customer Insights that Drive Business Growth



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Prioritize new, fast-growing customers and identify declining customers to prevent loss of revenue

This is the overview



CUSTOMER PERFORMANCE

Data refreshed through : July 7, 2024

TIME PERIOD	GEOGRAPHY	GEOGRAPHIC DETAILS	RSM	AGENCY	AFFILIATION
CURRENT MONTH	STATE	All	All	All	All
#CUSTOMERS	CURRENT MONTH SALES	AVERAGE #ORDERS	AVERAGE ORDER VALUE		
503	\$1,043K	8	\$1,297		

SELECT CUSTOMER ANALYSIS

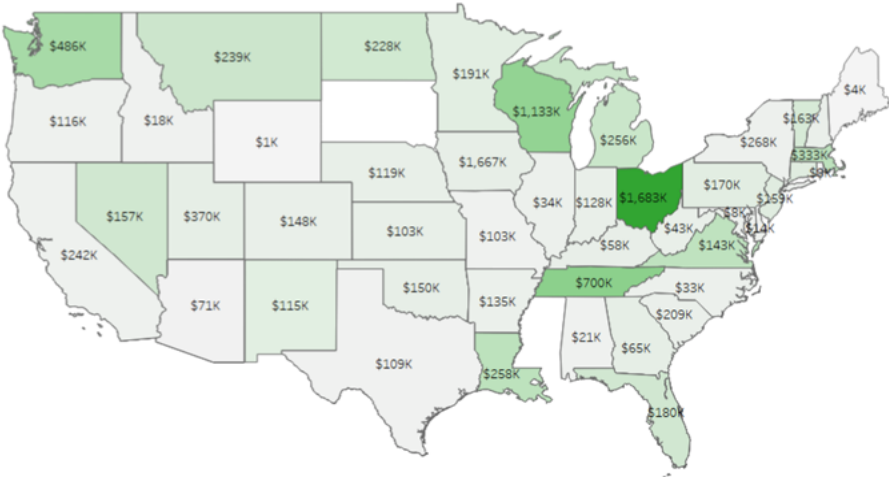
DECLINING CUSTOMERS

SELECT TOP N CUSTOMERS
100

DECLINING CUSTOMERS

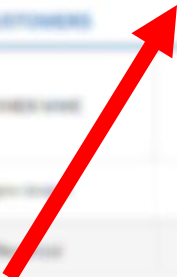
CUSTOMER NAME	AGENCY	AVG. ORDER LAST 12 MONTHS	MONTH 13 - 18 AVG.	MONTH 7 - 12 AVG.	PRIOR 6 MONTHS AVG.	DOWN BY	DOWN BY %
Empire Design	AY	\$3,675	\$12,663	\$37,937	\$20,306	\$17,631	-46%
JTRetail Ltd	DI	\$1,891	\$12,407	\$17,204	\$7,375	\$9,829	-57%
LaFaceRetail Ltd	LM	\$1,586	\$28,450	\$31,243	\$17,633	\$13,610	-44%
JamesRetail Ltd	BN	\$1,585	\$6,083	\$25,344	\$9,609	\$15,735	-62%
MayerRetail Ltd	VI	\$1,472	\$5,305	\$20,696	\$8,110	\$12,586	-61%
RegencyRetail Ltd	DI	\$1,066	\$814	\$4,781	\$1,261	\$3,519	-74%
KendallRetail Ltd	MC	\$670	\$9,024	\$6,991	\$4,027	\$2,965	-42%
FSGRetail Ltd	DI	\$509	\$11,212	\$10,728	\$2,218	\$8,510	-79%
LidoRetail Ltd	DI	\$467	\$5,065	\$4,643	\$257	\$4,386	-94%
Echo Aisle Retail Ltd	AP	\$444	\$661	\$26,717	\$2,463	\$24,254	-91%
NOVA-RoyalRetail Ltd	NV	\$412	\$3,700	\$10,031	\$5,293	\$4,738	-47%
KendallRetail Ltd	LU	\$398	\$3,134	\$6,302	\$1,318	\$4,984	-79%
WinlectricRetail Ltd	TL	\$380	\$3,298	\$5,803	\$2,059	\$3,744	-65%

SALES BY STATE



Quick KPIs on top

CUSTOMER PERFORMANCE				
Period: 2023-01-01 to 2023-01-31				
Period	2023-01-01	2023-01-15	2023-01-31	2023-02-01
Period	2023-01-01	2023-01-15	2023-01-31	2023-02-01
#CUSTOMERS	CURRENT MONTH SALES			
503	AVERAGE #ORDERS			
	AVERAGE ORDER VALUE			



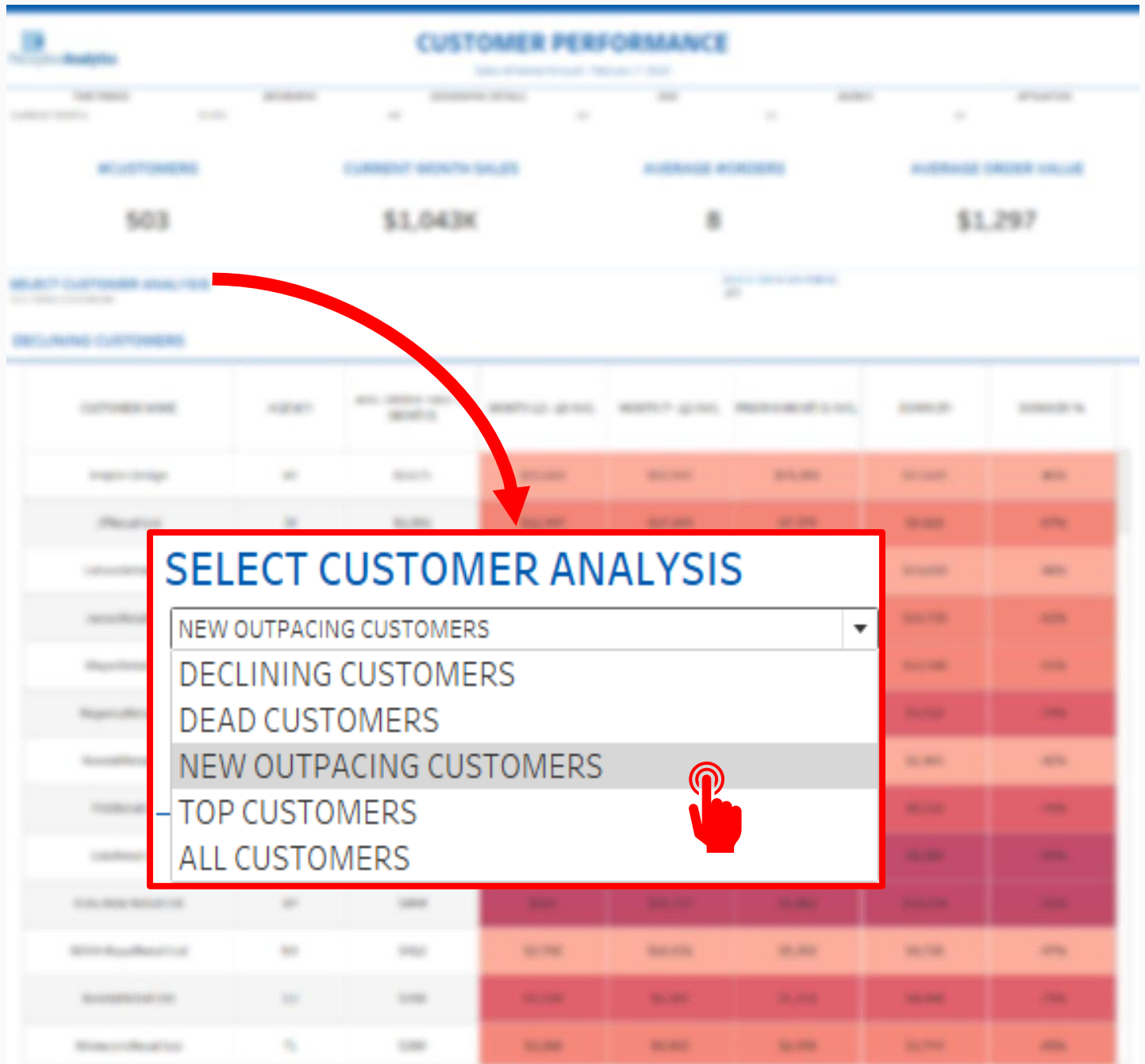
DEFINING CUSTOMERS

CUSTOMER NAME	AGE	SEX	HEIGHT (cm)	WEIGHT (kg)	HAIR COLOR	SKIN TONE	HAIR LENGTH
John Doe	35	Male	180	75	Brown	Light	Short
Jane Smith	28	Female	165	55	Blonde	Medium	Long
Michael Brown	42	Male	190	85	Black	Dark	Short
Sarah Johnson	30	Female	170	60	Red	Light	Long
David Wilson	38	Male	185	70	Grey	Medium	Short
Emily Davis	25	Female	160	50	Black	Dark	Long
Robert Miller	45	Male	195	90	Brown	Light	Short
Laura Garcia	32	Female	175	65	Blonde	Medium	Long
Christopher Lee	37	Male	188	78	Black	Dark	Short
Amanda White	29	Female	168	58	Red	Light	Long
Matthew Black	40	Male	192	82	Brown	Medium	Short
Olivia Green	27	Female	162	52	Blonde	Dark	Long
Benjamin Hall	48	Male	200	95	Grey	Light	Short
Sophia King	33	Female	172	62	Black	Medium	Long
Lucas Scott	36	Male	187	73	Brown	Dark	Short
Mia Adams	26	Female	163	53	Blonde	Light	Long
Ethan Baker	41	Male	193	83	Black	Medium	Short
Ava Nelson	31	Female	171	61	Red	Dark	Long
Noah Hill	43	Male	197	87	Brown	Light	Short
Isabella Young	24	Female	161	51	Blonde	Medium	Long
Liam King	44	Male	199	89	Grey	Dark	Short
Mia Green	23	Female	159	49	Black	Light	Long
Oliver White	46	Male	201	91	Brown	Medium	Short
Penelope Black	34	Female	173	63	Blonde	Dark	Long
Quinn Hall	47	Male	198	88	Black	Light	Short
Rachel King	39	Female	176	66	Red	Medium	Long
Samuel Scott	49	Male	202	92	Brown	Dark	Short
Tina Adams	35	Female	174	64	Blonde	Light	Long
Umar Baker	42	Male	194	84	Black	Medium	Short
Victoria Nelson	32	Female	171	61	Red	Dark	Long
Walter Hill	45	Male	196	86	Brown	Light	Short
Xavier Young	28	Male	178	68	Black	Medium	Long
Yara King	36	Female	175	65	Blonde	Dark	Short
Zoe Green	25	Female	164	54	Red	Light	Long

SALES BY STATE



These are four analyses possible at the click of a button



SELECT CUSTOMER ANALYSIS

- NEW OUTPACING CUSTOMERS
- DECLINING CUSTOMERS
- DEAD CUSTOMERS
- NEW OUTPACING CUSTOMERS
- TOP CUSTOMERS
- ALL CUSTOMERS



SALES BY STATE



You can identify fast-growing new customers to better address their needs

And get a list of these new customers quickly



NEW CUSTOMER	AVERAGE ORDER VALUE	2024		
		Q3	Q2	Q1
PolargyRetail Ltd	\$66,826	(\$9,190)	\$259,841	\$16,653
PagliaRetail Ltd	\$25,846			
NationalRetail Ltd	\$22,202		\$49,737	
SchwingRetail Ltd	\$18,136			\$36,272
MarchandRetail Ltd	\$14,949		\$14,949	
VerticalRetail Ltd	\$14,265	\$10,999	\$3,266	
LonghornRetail Ltd	\$14,242		\$3,915	\$41,250
AvaledRetail Ltd	\$13,210			\$24,200
MonarchRetail Ltd	\$11,946		\$1,523	\$29,990
GrantRetail Ltd	\$11,608		\$11,691	\$43,475



You can expand and view monthly sales as well

CUSTOMER PERFORMANCE							
Data refreshed through: February 7, 2023							
TIME PERIOD	GEOGRAPHY	GEOGRAPHIC DETAILS		RSM	AGENCY		AFFILIATION
CURRENT MONTH	STATE	ALL	ALL	ALL	ALL	ALL	ALL
#CUSTOMERS	CURRENT MONTH SALES		AVERAGE #ORDERS		AVERAGE ORDER VALUE		

		2024		
NEW CUSTOMER	AVERAGE ORDER VALUE =	Q3	Q2	Q1
PolargyRetail Ltd	\$66,826	(\$9,190)	\$259,841	\$16,653
PagliaRetail Ltd	\$25,846			



		2024			
NEW CUSTOMER	AVERAGE ORDER VALUE =	Q3	Q2		
		July	April	May	June
PolargyRetail Ltd	\$66,826	(\$9,190)	\$97,239	\$48,710	\$113,892
PagliaRetail Ltd	\$25,846				
NationalRetail Ltd	\$22,202		\$49,737	\$0	
SchwingRetail Ltd	\$18,136				
MarchandRetail Ltd	\$14,949			\$14,949	
VerticalRetail Ltd	\$14,265	\$10,999		\$3,266	
LonghornRetail Ltd	\$14,242		\$0	\$3,915	



You can identify once
high-performing
customers who are now
facing a decline and take
targeted action

SELECT CUSTOMER ANALYSIS

DECLINING CUSTOMERS


DECLINING CUSTOMERS

DEAD CUSTOMERS

NEW OUTPACING CUSTOMERS

TOP CUSTOMERS

ALL CUSTOMERS



Highest ordering customer
Empire Design has reduced
sales by 46%

CUSTOMER PERFORMANCE				
CUSTOMERS	CURRENT MONTH SALES	AVERAGE MONTHLY SALES	AVERAGE MONTHLY ORDERS	AVERAGE ORDER VALUE
503	\$1,043K	8	\$1,297	

CUSTOMER NAME	AGENCY	AVG. ORDER PRIOR 6 12 MONTHS AVG.	DOWN BY	DOWN BY %
Empire Design	AY	\$3,675	\$17,631	-46%
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FSGRetail Ltd	DI	\$509	\$8,510	-79%
LidoRetail Ltd	DI	\$257	\$4,386	-94%
Echo Aisle Retail Ltd	AP	\$2,463	\$24,254	-91%
NOVA-RoyalRetail Ltd	NV	\$412	\$4,738	-47%

You can examine recent orders /returns to address key issues

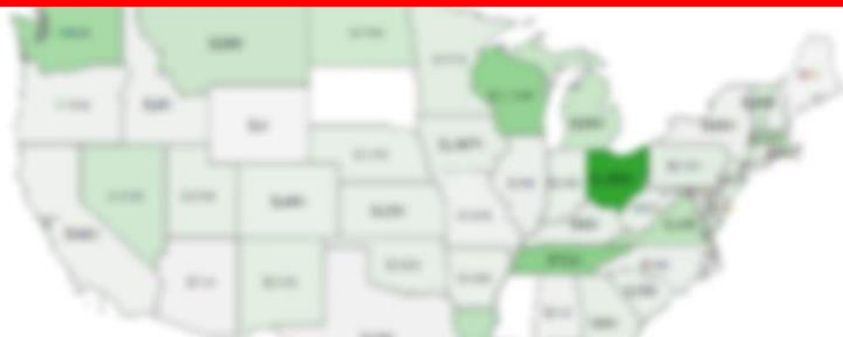
CUSTOMER PERFORMANCE						
SALES DATE	ORDER ID	PRODUCT CATEGORY GROUP	SALES	BILLING STATE		

CUSTOMER: **Empire Design**

RSM: **AY**


#LIFETIME ORDERS: **190**

SALES DATE	ORDER ID	PRODUCT CATEGORY GROUP	SALES	BILLING STATE
7/7/2024	475643	Bedroom Furniture Sets	\$23	FL
		Cabinets & Cupboards	\$819	FL
		Home Decor Lighting	(\$84)	FL
6/30/2024	474829	Bedroom Furniture Sets	\$53	FL
	474842	Home Decor Lighting	(\$170)	FL
		Home Textiles	\$1,700	FL
6/24/2024	469059	Cabinets & Cupboards	\$992	FL
		Home Decor Lighting	(\$99)	FL
	471868	Cabinets & Cupboards	\$195	FL
		Home Decor Lighting	(\$20)	FL
6/23/2024	473627	Bedroom Furniture Sets	\$494	FL



You can also analyse
'dead' customers and
take action to improve
sales

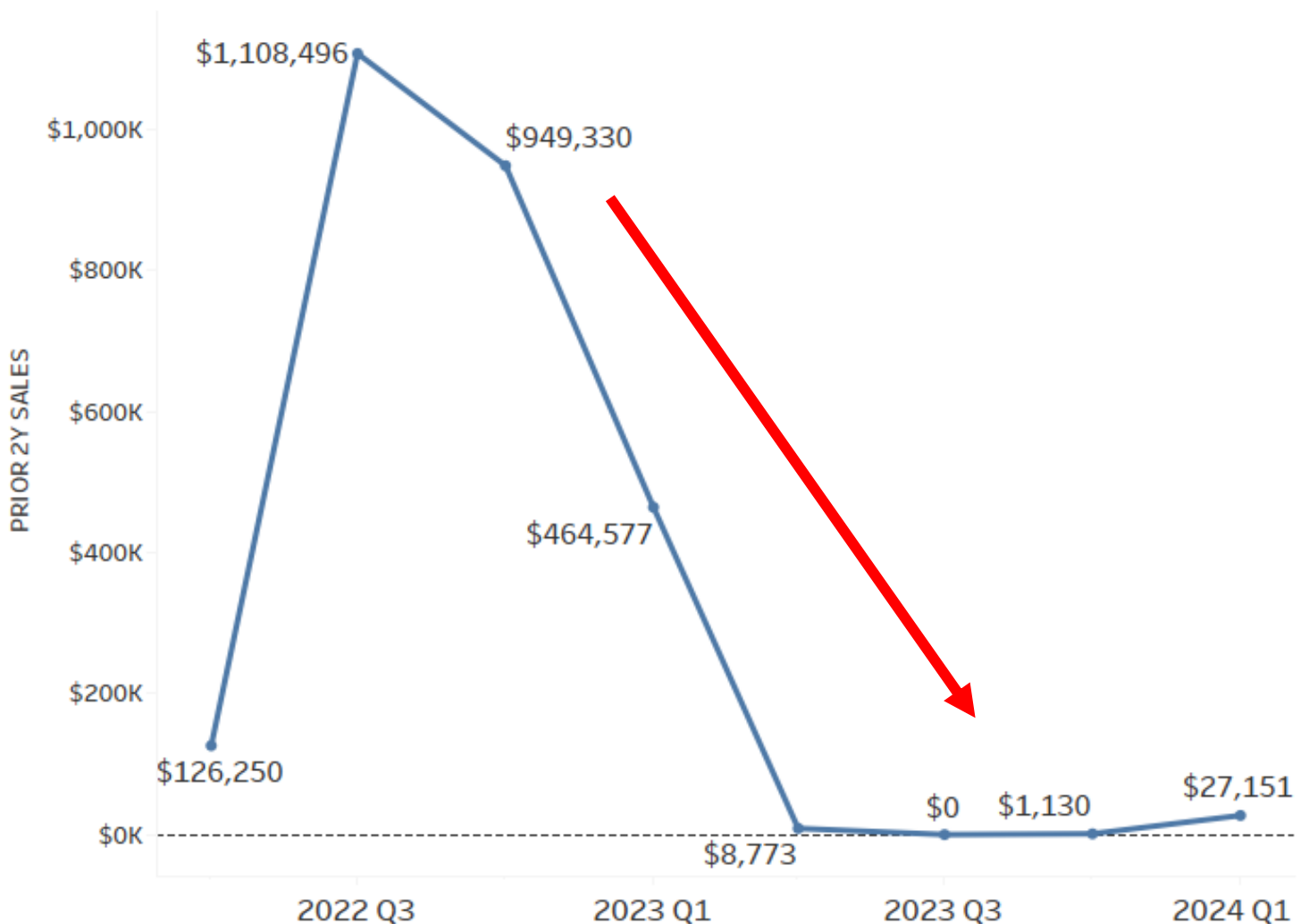
SELECT CUSTOMER ANALYSIS	
DEAD CUSTOMERS	
DECLINING CUSTOMERS	
DEAD CUSTOMERS	
NEW OUTPACING CUSTOMERS	
TOP CUSTOMERS	
ALL CUSTOMERS	



And hover over any customer to view sales trends as well

CUSTOMER ANALYTICS		CUSTOMER PERFORMANCE							
PERFORMANCE		PERFORMANCE REPORT - Q1 2024							
CUSTOMER ID		NAME		CURRENT MONTH SALES		AVERAGE ORDERS		AVERAGE ORDER VALUE	
503		JANE		\$1,043K		8		\$1,297	
SELECT CUSTOMER ANALYSIS						SELECT REPORT PERIOD			
JANUARY 2024						Q1			
SEND CUSTOMERS									
CUSTOMER NAME		ALIAS		MONTHLY SALES		NO. OF ORDERS		ORDER ID	

ImageWorksRetail Ltd



Schedule a free consultation with us today!



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