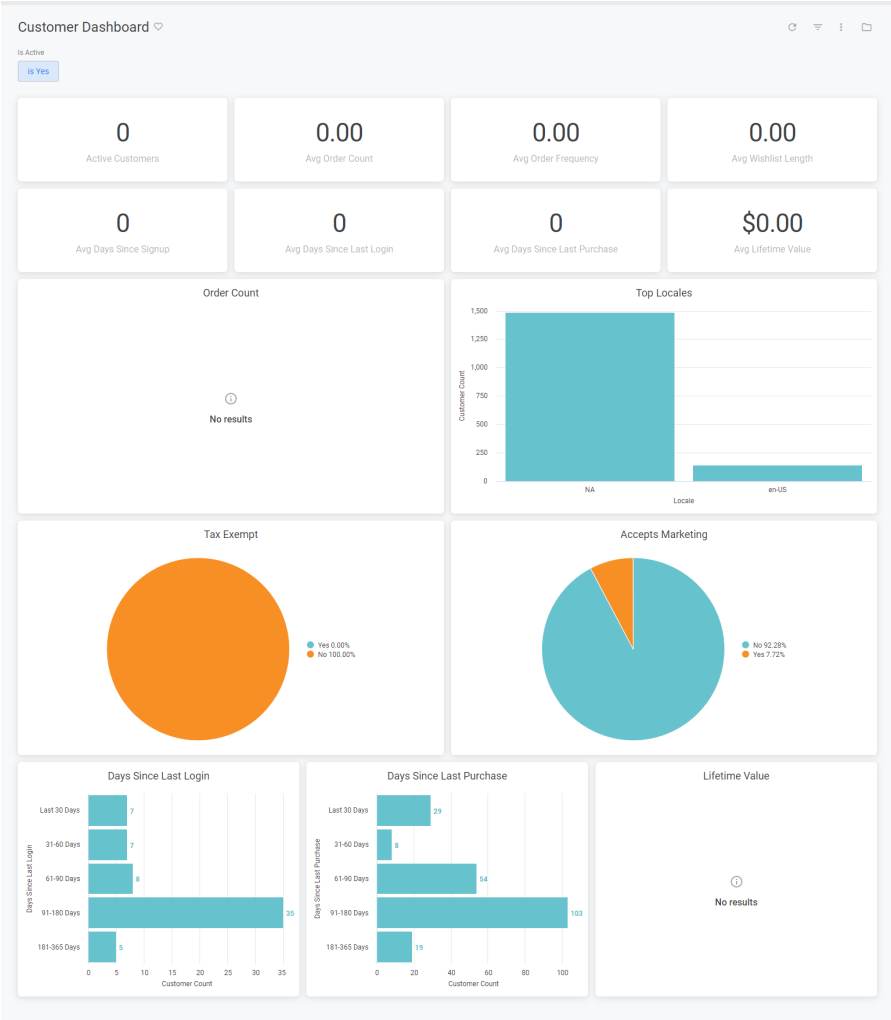


# Customer Dashboard

The Customer dashboard provides key metrics related to customers. This can be viewed at **Kibo Standard Reports > Customer > Customer Dashboard** in the navigation menu.



The supported filters that can be applied to this dashboard are:

Name	Description	Default
Is Active	Filter results by whether accounts are flagged as active, inactive, or both.	Yes

The measures that are calculated by this dashboard are:

Name	Description
Customer Count	The count of all customer records.

Name	Description
Days Since Last Login	The number of days since the last log in by the customer.
Days Since Last Purchase	The number of days since the last purchase by the customer.
Days Since Signup	The number of days since the customer account was created.
Lifetime Value	The sum of all purchases made by the customer.
Order Count	The number of orders placed by the customer.
Order Frequency	The average duration between purchases by the customer.
Wishlist Length	The count of items on the customer's wishlist.

The tiles that make up this dashboard are:

Name	Description
Active Customers	The customer count for all customers where "Is Active" equals yes.
Average Order Count	The average order count for all customers.
Average Order Frequency	The average order frequency for all customers.
Average Wishlist Length	The average wishlist length for all customers.
Average Days Since Signup	The average days since sign up for all customers.
Average Days Since Last Login	The average days since last login for all customers.
Average Days Since Last Purchase	The average days since last purchase for all customers.
Average Lifetime Value	The average lifetime value for all customers.
Order Count	The order count per customer, grouped by tier.
Top Locales	The customer count grouped by locale.

Name	Description
Tax Exempt	Pie chart comparing how many customer accounts are tax exempt and how many are not.
Accepts Marketing	Pie chart comparing how many customer accounts accept marketing and how many do not.
Days Since Last Login	The count of customer accounts with the number of days since last login falling under specific tiers.
Days Since Last Purchase	The count of customer accounts with the number of days since last purchase falling under specific tiers.
Lifetime Value	The count of customer accounts with a lifetime value falling under specific tiers.