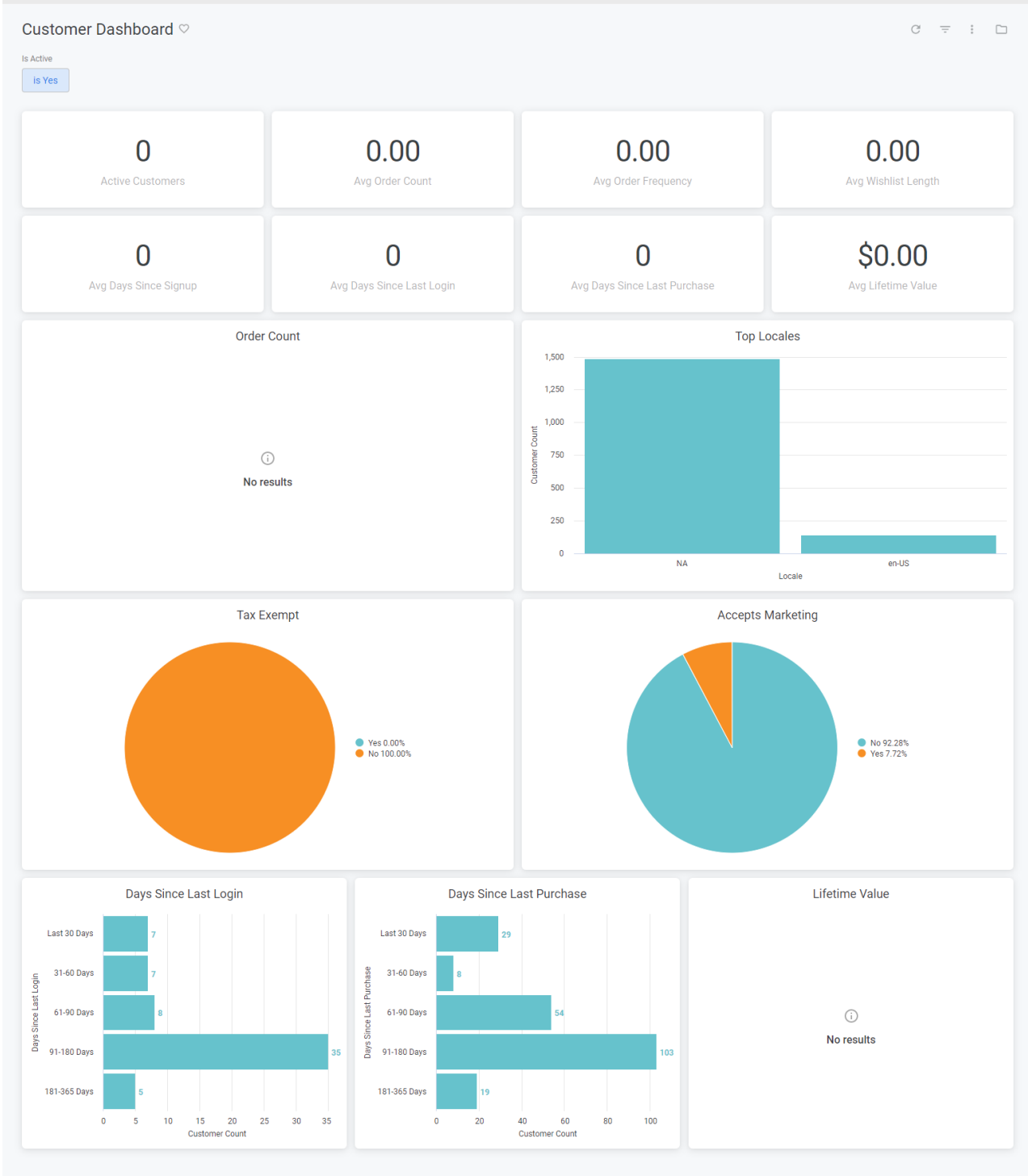# Customer Dashboard

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. |
| 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. |

| Name | Description |
| --- | --- |
| 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. |
| 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. |