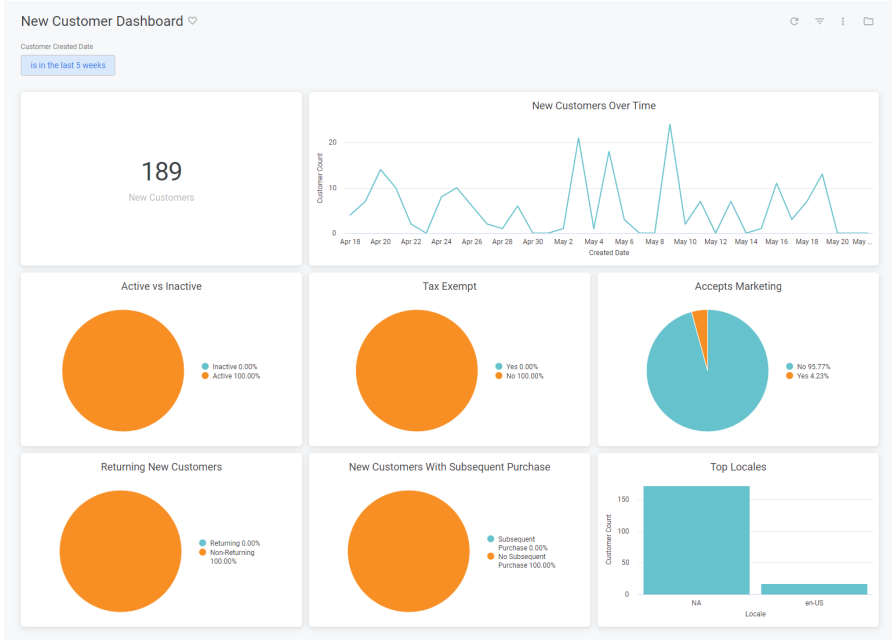


New Customer Dashboard

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



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

Name	Description	Default
Customer Created Date	Limit results to only customer accounts created within this time range.	Past five weeks

The measures that are calculated by this dashboard are:

Name	Description
Customer Count	The count of all customer records.

The tiles that make up this dashboard are:

Name	Description
New Customers	The count of all customer accounts created within the selected date range.

Name	Description
New Customers Over Time	The count of all customer accounts created within the selected date range shown in a line graph on a per-day basis.
Active vs Inactive	Pie chart comparing how many customer accounts are active and how many are inactive.
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.
Returning New Customers	Pie chart comparing how many customer accounts have a subsequent log in after their account creation date and how many do not.
Subsequent New Purchase	Pie chart comparing how many customer accounts have a subsequent purchase after their account creation date and how many do not.
Top Locales	The count of all customer accounts for each locale.