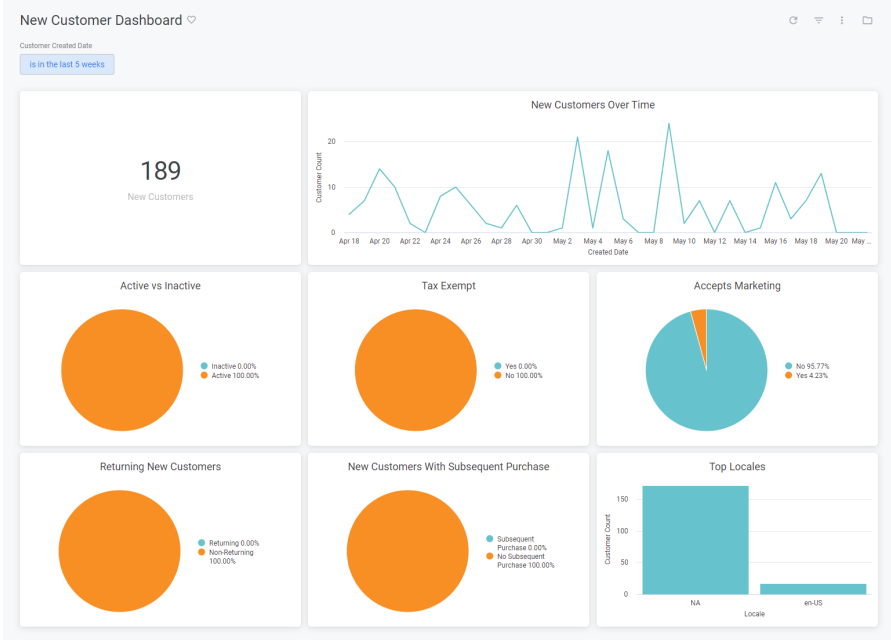


# New Customer Dashboard

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.  |
| 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. |

| <b>Name</b>             | <b>Description</b>   |
|-------------------------|--|
| 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.  |