

Unique Customers per year

AccYear	Total sales	Unique Customers
FY17	24,634	1,017
FY18	22,386	1,086
FY19	10,861	1,218
FY20	17,980	1,027
FY21	10,766	1,043
FY22	8,888	1,050

Unique Customers per year

AccYear	Total sales	Unique Customers invoice only
FY17	24,634	907
FY18	22,386	921
FY19	10,861	1,035
FY20	17,980	741
FY21	10,766	870
FY22	8,888	906

Unique customers per year by cohort

AccYear	pre and inc 2015	2016	2017	2018	2019	2020	2021	2022	Total
FY17	22	47	948						1,017
FY18	26	27	34	999					1,086
FY19	16	40	43	37	1,082				1,218
FY20	10	25	38	22	36	896			1,027
FY21	11	17	24	28	26	35	902		1,043
FY22	7	27	20	22	38	22	33	881	1,050

Unique customers per year by cohort

AccYear	pre and inc 2015	2016	2017	2018	2019	2020	2021	2022	Total
FY17	22	45	840						907
FY18	24	21	29	847					921
FY19	13	38	39	34	911				1,035
FY20	7	18	25	17	34	640			741
FY21	10	13	23	24	22	31	747		870
FY22	7	25	19	21	34	20	30	750	906

Period	0	1	2	3	4
Cohort Month/year	Onboarding	Probationary	30 days post probation	60 days post probation	90 days
Jan-17	70				
Feb-17	74	1		1	
Mar-17	77				
Apr-17	66				
May-17	77			1	
Jun-17	60	1			
Jul-17	62			1	
Aug-17	83	1			
Sep-17	72				
Oct-17	67			1	
Nov-17	72	1			

Cohort Month/year	0	1	2	3	4	5	6	7
Jan-17	100.0%							
Feb-17	100.0%	1.4%	1.4%					
Mar-17	100.0%							1.3%
Apr-17	100.0%						1.5%	
May-17	100.0%		1.3%				1.3%	
Jun-17	100.0%	1.7%			1.7%			
Jul-17	100.0%		1.6%		1.6%			
Aug-17	100.0%	1.2%						
Sep-17	100.0%							
Oct-17	100.0%		1.5%					
Nov-17	100.0%	1.4%						
Dec-17	100.0%	3.2%						

AccYear	0	1	2	3	4	5	6	7	8	9	10	11	12
FY17	840	6	4		2		2	1	1	1	2	3	1
FY18	876	10	1	4	2		2		1	2	2	2	1
FY19	984	5	2	2	1	1				3	3	2	3
FY20	716	2			1						1	3	1
FY21	847	1						1	1		1	2	
FY22	874										2		

Customer Churning

Customer Retention

CustomerID	BusinessName	Cohort Month	Exit Month	Exit Pe
22036	Customer 9451	Nov-17	Nov-17	
38389	Customer 23732	Sep-17	Oct-18	
134180	Customer 112214	Feb-19	Mar-20	
161401	Customer 152477	Dec-19	Jan-21	
2203	Customer 940	Mar-17	Mar-18	
8684	Customer 26210		Sep-16	
17494	Customer 5961	Mar-18	Mar-19	
25673	Customer 13928	Apr-19	May-20	
37680	Customer 23142		Sep-16	
43930	Customer 31202		Aug-16	
51993	Customer 36465	Jun-17	Jun-17	
69319	Customer 55638		Jun-16	
69794	Customer 69192	Jun-17	Jun-18	
109482	Customer 97718	Aug-17	Aug-18	
111114	Customer 98125	Sep-20	Sep-21	
Total		Jan-17	Jul-15	

Changed the first Churn Period to be 90 days from onboarding as that is where alot of speculative customers drop off. Thereafter 30 day increments

Note the

From conversations we should view customers as unproven if they are less than 90 days with us, mature if >90 days
See New Customer Insights pbix for how to define customers as new, steady etc - see next tab

CustomerID Total sales

+ 94	28
+ 185	27
+ 188	20
+ 220	0
+ 234	0
+ 246	12
+ 248	14
+ 320	27
+ 331	18
+ 362	5
+ 384	12
+ 403	11
+ 457	22
+ 547	17
+ 619	18
+ 625	0
+ 639	0
+ 676	0
+ 759	0
Total	57,319

Date

01/01/201721/12/2019

Cohort Month/year	0	1	2	3	4	5	6	7	8	9	10
Jan-17	70									1	1
Feb-17	74	1	1								1
Mar-17	77							1			
Apr-17	66					1					
May-17	77		1				1				
Jun-17	60	1			1						
Jul-17	62		1		1						
Aug-17	83	1									
Sep-17	72										
Oct-17	67		1								
Nov-17	72	1							1		
Dec-17	62	2									

AccYear	0	1	2	3	4	5	6	7	8	9	10	11	12
FY17	840	6	4		2		2	1	1	1	2	3	1
FY18	876	10	1	4	2		2		1	2	2	2	1
FY19	984	5	2	2	1	1				3	3	2	3
FY20	716	2			1						1	3	1
FY21	847	1						1	1		1	2	
FY22	874										2		

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Type of customer

- ☐ (Blank)
- ☐ Established
- ☐ Probationary

look at Customer Attrition EnterpriseDNA video, instead of classifying Returning Customers use the measure to define probationary and established customers based off variable "settling in date" (instead of churn date of 90.
ie does not need ref to disconnected table as here within the measure you are defining the criteria
Would need therefore also a measure for established customers being all customers less probationary

Month	Every month	Fortnightly	Weekly	Total	
⊕ January	5948	29408	20264	3559	41809
⊕ February	937	30652	18737	3578	42518
⊕ March	6721	31881	20226	3578	43376
⊕ April	3220	31244	17991	3436	42266
⊕ May	6646	32310	20209	3582	43711
⊕ June	4824	31659	20479	3564	43647
⊕ July	5408	32561	20720	3676	43891
⊕ August	6526	32241	20697	3506	44056
⊕ September	4773	32294	20615	3499	44095
⊕ October	5265	28450	18414	2772	39648
⊕ November	4293	28395	16968	2841	39297
⊕ December	4930	28492	17670	2929	39263
Total	21664	64276	41816	5340	68210

Frequency above based on drops which in turn is based on Invoice type 1, which will be a sub -set of all customers.

All customers in Unique Customers includes duplications on products and possibly on sites.

This is currently of limited use, does not identify if customer could be quarterly, twice yearly etc , need to do an average of deliveries between a period, eg LTM or first date to LTM, then extrapolate to an LTM and apply annual measures!

Unique Customers per year

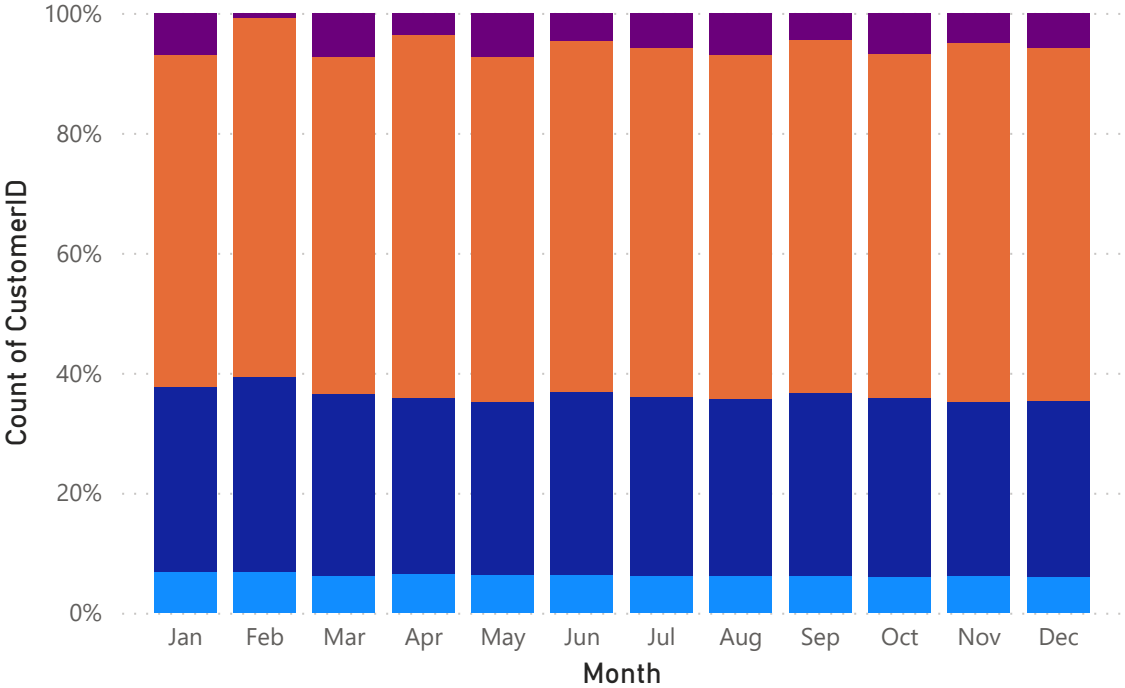
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FY22	1,050	906

AccY... ▾

- ☐ FY17
- ☐ FY18
- ☐ FY19
- ☐ FY20
- ☐ FY21
- ☐ FY22

Count of CustomerID by Month and Frequency of delivery

Frequency of delivery ● Weekly ● Fortnightly ● Every month ● (Blank)



Count of CustomerID by AccYear and Frequency of delivery

Frequency of delivery ● Weekly ● Fortnightly ● Every month ● (Blank)

