Best Customers

This report will show a list of your best customers for a given period.

It is possible to add Customers to [Customer Groups](#) from this screen.

Best Customers

	customer	orders in this period	spend in this period	average for this period	lifetime orders	lifetime spend	lifetime average spend	first order	last order	life span
☐	Mr Kyle Griffiths	143	£289,302.46	£2,023.09	160	£291,430.86	£1,821.44	27/01/2015	20/11/2023	3219 days
☐	Mr Chris Millard	238	£248,040.84	£1,042.19	244	£253,443.34	£1,038.70	14/01/2020	21/11/2023	1407 days
☐	Mr Oliver Cullimore	45	£240,356.24	£5,341.25	45	£240,356.24	£5,341.25	27/07/2021	24/10/2023	819 days
☐	Miss Hannah Buckler	25	£226,763.34	£9,070.53	40	£226,851.40	£5,671.29	10/04/2013	27/10/2022	3487 days
☐	Mr Mike Whitman	116	£186,804.50	£1,610.38	136	£187,911.53	£1,381.70	27/10/2015	24/11/2023	2950 days
☐	Guest	1	£92,697.00	£92,697.00	1	£92,697.00	£92,697.00	03/04/2023	03/04/2023	-
☐	hannah buckler	295	£71,968.31	£243.96	476	£123,133.31	£258.68	19/01/1970	23/08/2023	19574 days
☐	Mr Michael Pratt	114	£44,106.15	£386.90	231	£57,391.11	£248.45	31/01/2013	06/12/2023	3961 days
☐	Mr Test Test	106	£33,168.36	£312.91	106	£33,168.36	£312.91	31/08/2021	30/06/2023	668 days
☐	Mr Michael Whitman	16	£11,851.73	£740.73	16	£11,851.73	£740.73	28/06/2023	28/11/2023	153 days

Tagging Customers

Use the checkboxes to the left of the records to select customers to tag. Use the control at the bottom of the screen to choose which group to add them to.

> ❝ It is not possible to tag customers who have opted out of marketing.

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store user
- Category
- Brand
- Collection
- Supplier
- Date Range

Key to icons

⬇ = download report

FAQs

FAQs for Customer Reports may be viewed [here](#).