

Clients

Client analytics reports: overview of all clients, lifetime value analysis, and detailed revenue breakdown per client.

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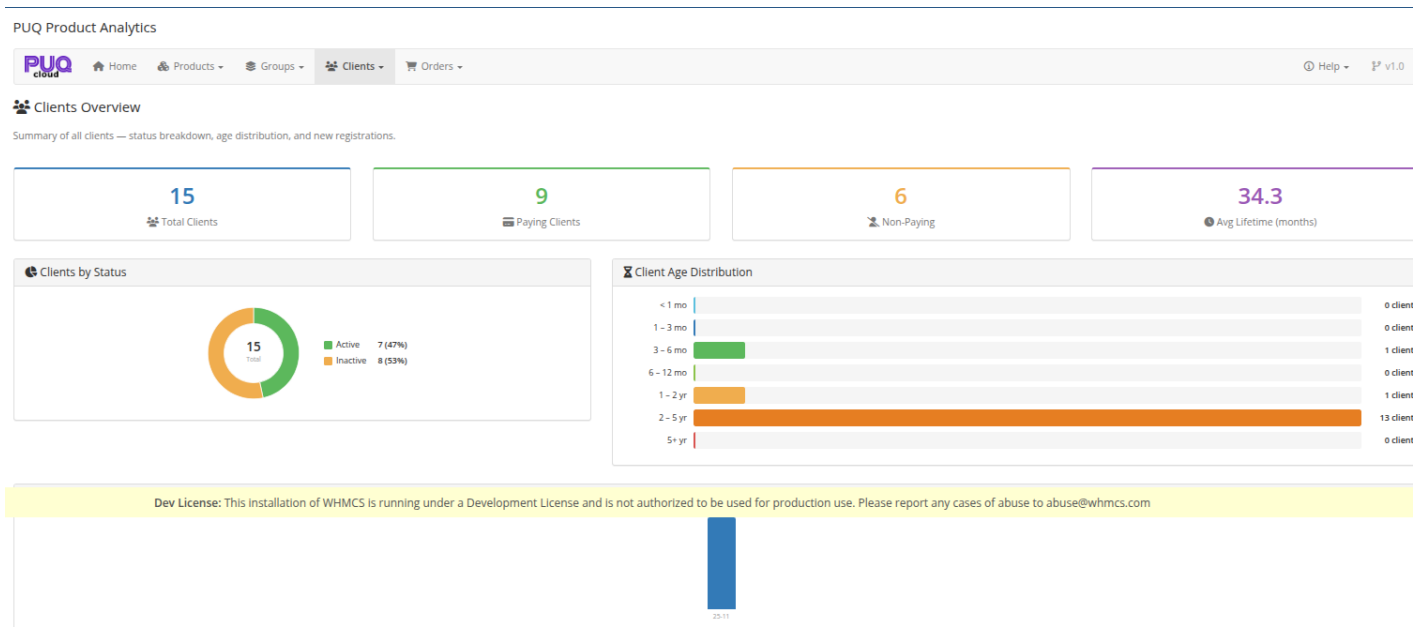
Clients Overview

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The Clients Overview page is available at: **Addons > PUQ Product Analytics > Clients > Clients Overview**

Summary of all clients — status breakdown, age distribution, and new registrations.



10-clients-overview.png

Summary Cards

The top section displays four key client metrics:

| Metric | Description |
|--------|-------------|
|--------|-------------|

| | |
|-----------------------|--|
| Total Clients | Total number of registered clients |
| Paying Clients | Clients who have at least one paid invoice |
| Non-Paying | Clients with no paid invoices |
| Avg Lifetime | Average client lifetime in months |

Clients by Status

A donut chart showing the distribution of clients by their current status:

- **Active** (green) — clients with active services
 - **Inactive** (yellow) — clients without active services
-

Client Age Distribution

A horizontal bar chart showing how long clients have been registered:

- **< 1 mo** — registered less than a month ago
 - **1 - 3 mo** — 1 to 3 months
 - **3 - 6 mo** — 3 to 6 months
 - **6 - 12 mo** — 6 months to 1 year
 - **1 - 2 yr** — 1 to 2 years
 - **2 - 5 yr** — 2 to 5 years
 - **5+ yr** — more than 5 years
-

New Clients per Month

A bar chart showing the number of new client registrations per month, helping you identify growth trends.

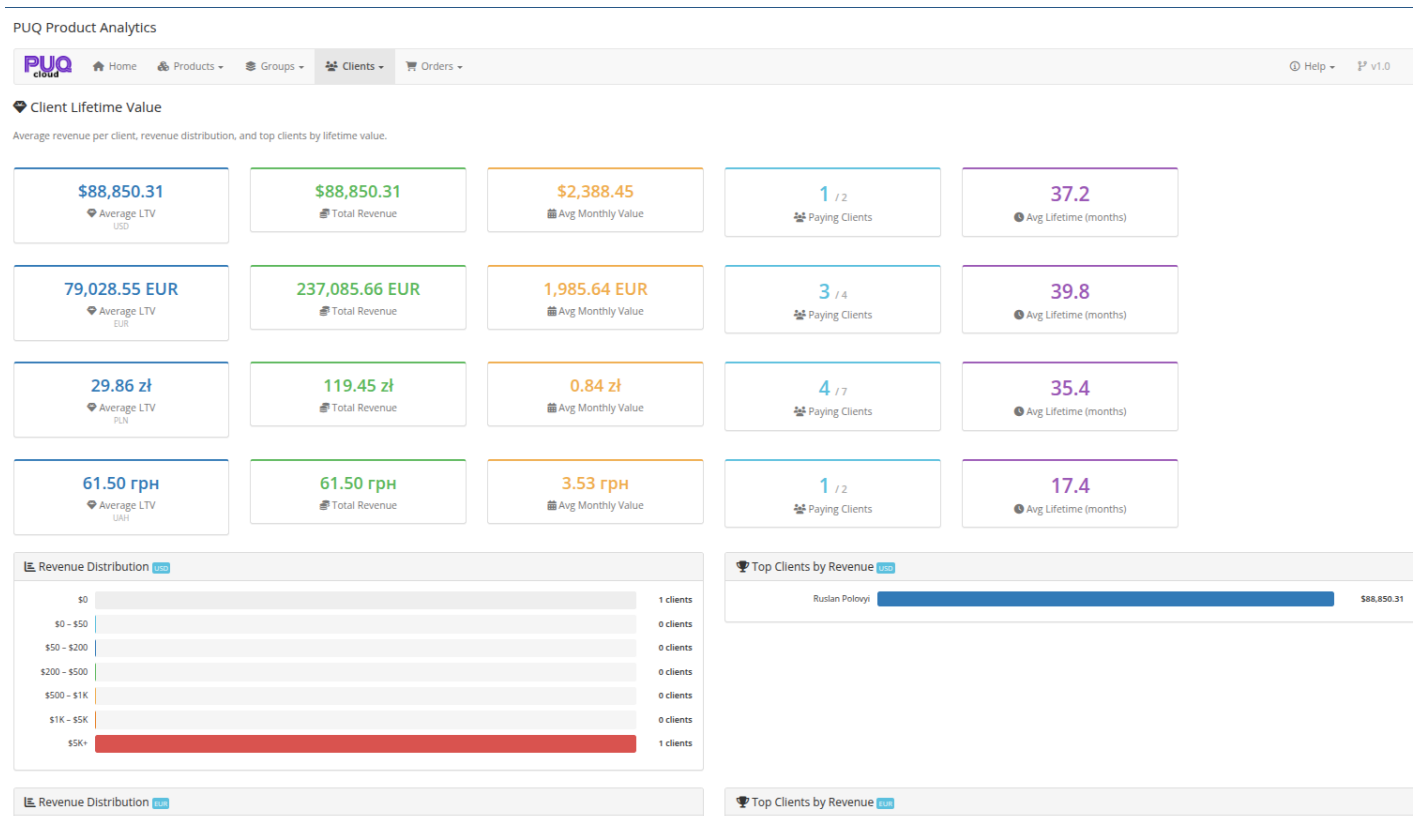
Client Lifetime Value

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The Client Lifetime Value page is available at: **Addons > PUQ Product Analytics > Clients > Client Lifetime Value**

Average revenue per client, revenue distribution, and top clients by lifetime value.



11-client-lifetime-value.png

LTV Statistics

For each currency, five key metrics are displayed:

| Metric | Description |
|--------|-------------|
|--------|-------------|

| | |
|--------------------------|--|
| Average LTV | Average lifetime revenue per paying client |
| Total Revenue | Total revenue from all paid invoices |
| Avg Monthly Value | Average monthly revenue per paying client |
| Paying Clients | Number of paying clients (shown as paying / total) |
| Avg Lifetime | Average client lifetime in months |

Each currency (e.g., USD, EUR, PLN, UAH) is displayed as a separate row of cards.

Revenue Distribution

A horizontal bar chart per currency showing how clients are distributed across revenue brackets:

- **\$0** — clients with no revenue
 - **\$0 - \$50** — low-value clients
 - **\$50 - \$200** — medium-value clients
 - **\$200 - \$500** — higher-value clients
 - **\$500 - \$1K** — high-value clients
 - **\$1K - \$5K** — premium clients
 - **\$5K+** — top-tier clients
-

Top Clients by Revenue

A horizontal bar chart per currency showing the highest-revenue clients, ranked by total paid amount.

Client Revenue

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The Client Revenue page is available at: **Addons > PUQ Product Analytics > Clients > Client Revenue**

Detailed revenue breakdown per client with lifetime and monthly value.

PUQ Product Analytics

PUQ cloud Home Products Groups Clients Orders Help v1.0

Client Revenue

Detailed revenue breakdown per client with lifetime and monthly value.

| | | |
|---|---------------------------|----------------------------|
| \$88,850.31 Total Revenue USD | 2 Total Clients | 1 Paying Clients |
| 237,085.66 EUR Total Revenue EUR | 4 Total Clients | 3 Paying Clients |
| 119.45 zł Total Revenue PLN | 7 Total Clients | 4 Paying Clients |
| 61.50 грн Total Revenue UAH | 2 Total Clients | 1 Paying Clients |

Client Revenue **USD**

| Client Name | Active | Client Since | Lifetime | Invoices Paid | Total Revenue | Monthly Value |
|------------------------|----------|--------------|-------------|---------------|---------------|---------------|
| Ruslan Polovyi | ACTIVE | 2021-04-27 | 57.7 months | 23 | \$88,850.31 | \$1,539.87 |
| asdasd asdasd (sdfsdf) | INACTIVE | 2024-09-30 | 16.6 months | 0 | \$0.00 | \$0.00 |

Showing 1 to 2 of 2 entries

Client Revenue **EUR**

Search:

12-client-revenue.png

Revenue Summary

For each currency, three key metrics are displayed:

| Metric | Description |
|--------|-------------|
|--------|-------------|

| | |
|-----------------------|---|
| Total Revenue | Total revenue from paid invoices in this currency |
| Total Clients | Number of clients with invoices in this currency |
| Paying Clients | Number of clients who have actually paid |

Each currency is displayed as a separate row of cards.

Client Revenue Table

A sortable and searchable table per currency with detailed client data:

| Column | Description |
|----------------------|---|
| Client Name | Name of the client |
| Active | Client status badge (Active / Inactive) |
| Client Since | Registration date |
| Lifetime | How long the client has been registered (in months) |
| Invoices Paid | Total number of paid invoices |
| Total Revenue | Lifetime revenue from this client |
| Monthly Value | Average monthly revenue from this client |

The table supports real-time search filtering and column sorting.