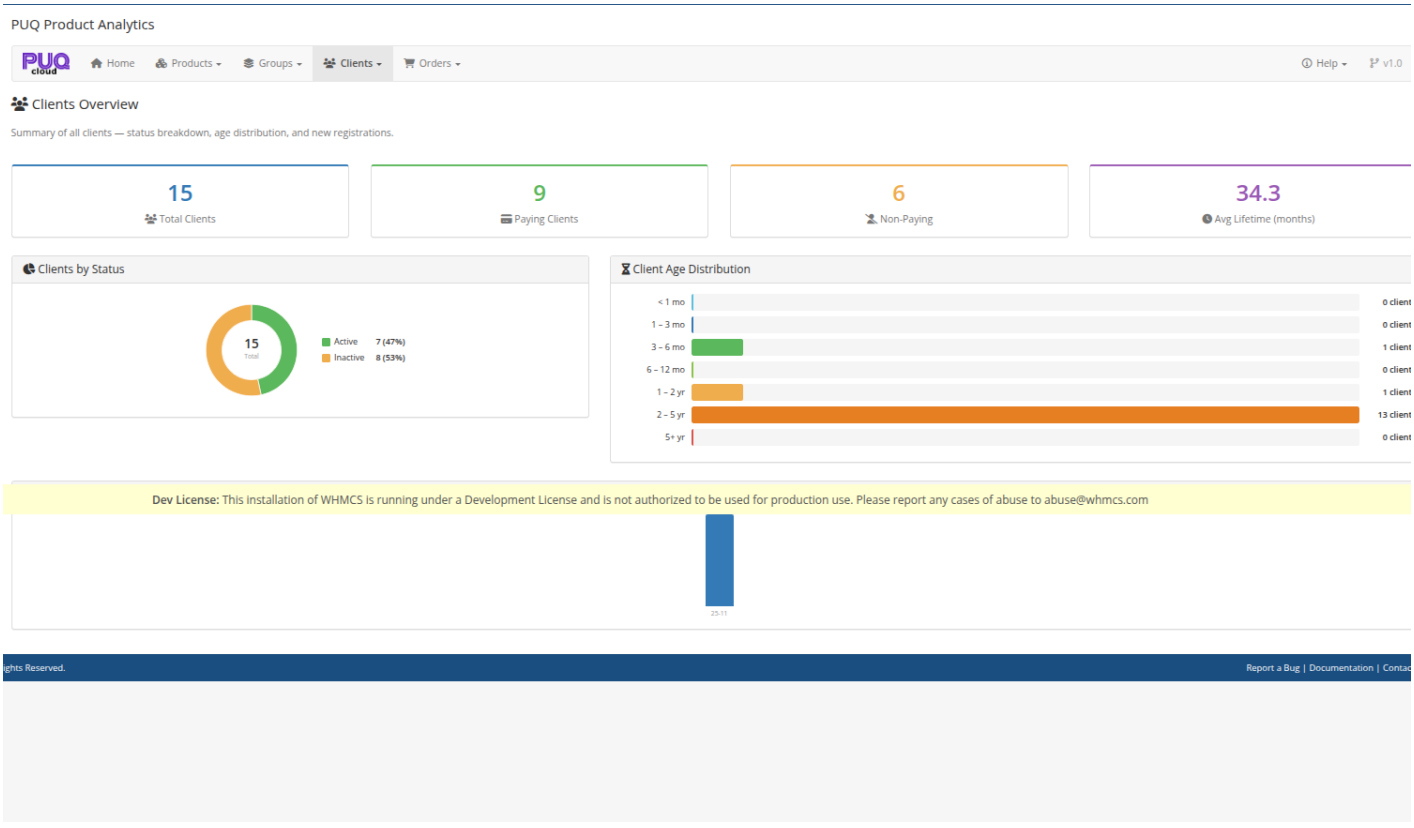
Clients Overview

Product Analytics addon **WHMCS**

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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.

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