

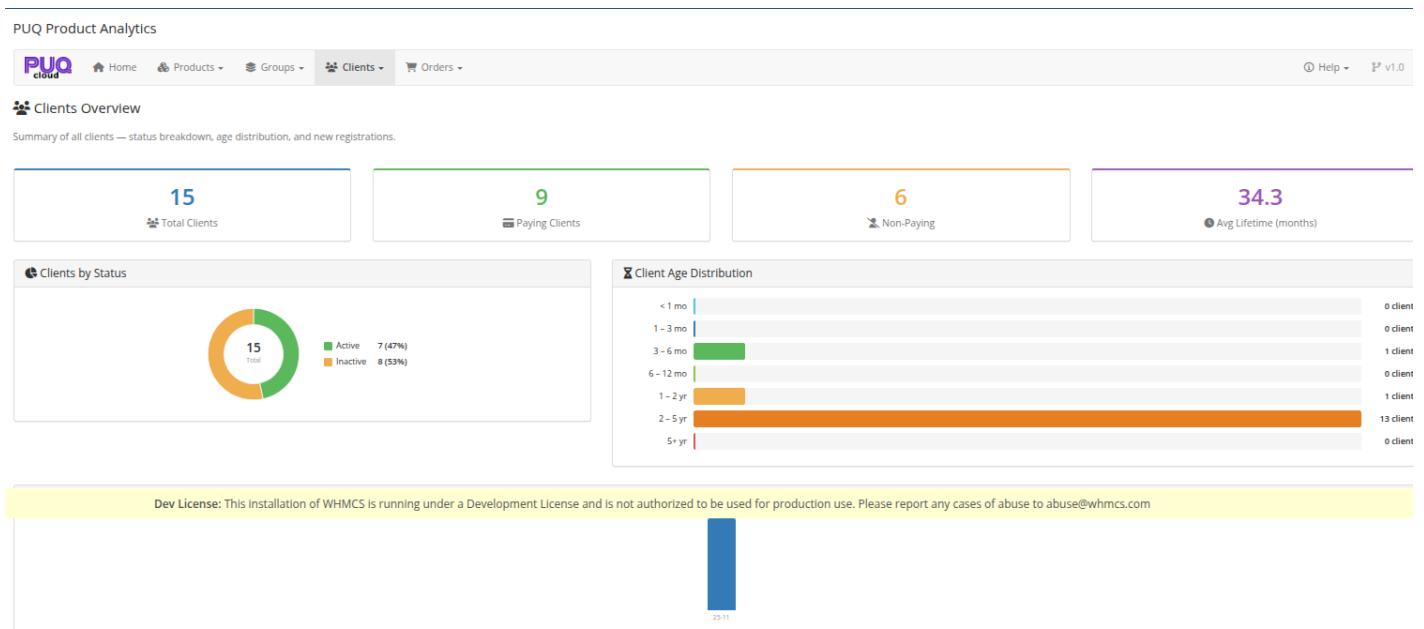
# Clients Overview

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

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## 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
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## 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
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## 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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Revision #2

Created 15 February 2026 12:37:27 by Ruslan

Updated 15 February 2026 12:45:00 by Ruslan