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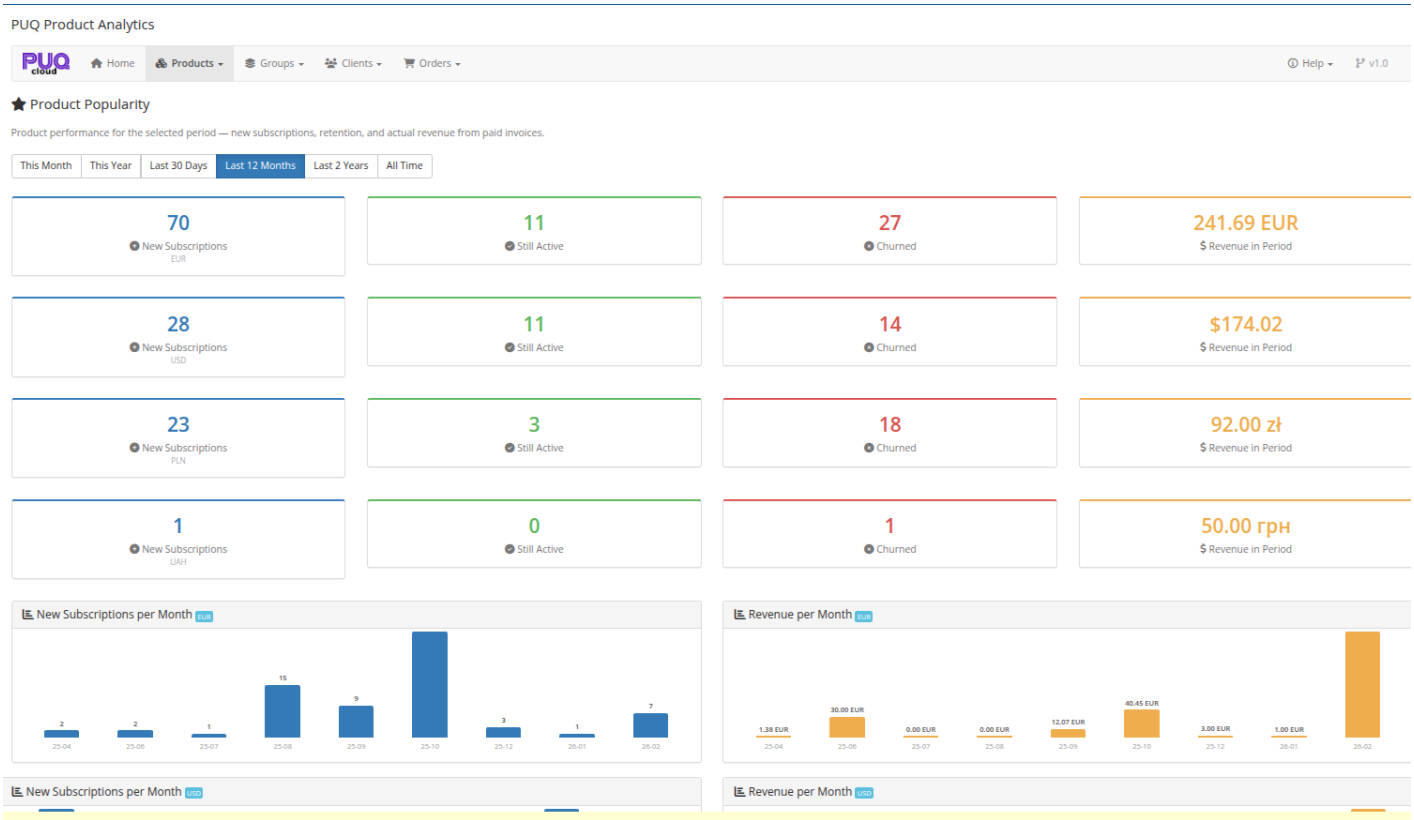
Product Popularity

Product Analytics addon **WHMCS**

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The Product Popularity page is available at: **Addons** > **PUQ Product Analytics** > **Products** > **Product Popularity**

Product performance for the selected period — new subscriptions, retention, and actual revenue from paid invoices.



05-product-popularity.png

Date Range Filter

At the top of the page, a set of period buttons allows you to select the analysis timeframe:

- **This Month** — current calendar month
- **This Year** — current calendar year
- **Last 30 Days** — rolling 30-day window
- **Last 12 Months** — rolling 12-month window (default)
- **Last 2 Years** — rolling 24-month window
- **All Time** — entire history

Subscription Statistics

For each currency, four key metrics are displayed:

Metric	Description
New Subscriptions	Number of new services created in the selected period
Still Active	How many of those new services are still active
Churned	How many of those new services have been terminated or cancelled
Revenue in Period	Actual revenue from paid invoices in the selected period

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Monthly Charts

Below the statistics, two charts are displayed per currency:

- **New Subscriptions per Month** — bar chart showing the number of new services created each month
- **Revenue per Month** — bar chart showing actual paid revenue per month

These charts help identify seasonal trends and growth patterns in product performance.

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