



## Customers by Recent Sale

Product Development - 2025-01-23 - Major Features

### Description

The Customers by Recent Sale screen is an analytical tool designed to monitor customer engagement by tracking the time since their last invoice. This screen categorizes customers into four distinct statuses based on the duration since their last transaction, helping businesses identify engagement levels and potential risks in customer retention.

[The statuses \(Recent, Stale, At Risk, and Churned\) are defined here.](#)

Each status is visually represented, allowing users to quickly assess the health of customer relationships and prioritize follow-up actions. The screen supports click-through functionality, enabling users to delve deeper into specific customer data to understand individual behavior patterns and potentially devise personalized strategies to re-engage them. This targeted approach is crucial for improving customer retention and preventing churn.

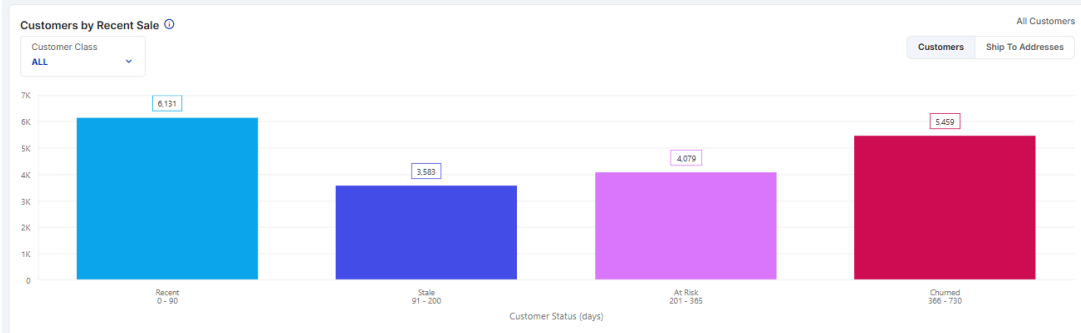
The Customers by Recent Sale widget also supports a Ship To Address mode. When Customers by Recent Sale is in **Ship To Address mode**, the customer data presented will reflect unique combinations of **Customer + Ship To Code**. If you have a customer called ABC with Ship To Codes corresponding to Location 1, Location 2, Location 3, etc., they will be treated independently in the Customers by Recent Sale results, each presented with the composite customer name "Customer Name: <ship to code>".

Now, a user could quickly identify that ABC Location 1 has bought recently while Location 3 has not and act accordingly.

Please note that this feature uses the Ship To Code assigned at the Sales Line Item level.


### Chart

## Customers by Recent Sale



**Filters** Clear

Status	Customer	Customer Number	Customer Class	Last Posted Invoice	Lifetime Sales (\$)	Lifetime Sales (#)	Lifetime Margin (%)	↓ Lifetime Margin (\$)	Days Since Last Inv.
Churned	Lacroix Hiking Elite	LHE-1839720	NATIONAL_ACCOUNT	10/27/2017	106,569,739.28	7,452	91.3	97,280,846.95	2,645
Recent	Van Weedenburg Camping Adventure	VWCA-1088931	NATIONAL_ACCOUNT	1/22/2025	40,415,479.02	1,986	89.8	36,278,033.54	1
Stale	Lake Diane Performance Fishing	LDPF-5457238	NATIONAL_ACCOUNT	8/21/2024	10,002,307.58	22	100.0	10,001,397.43	155
Recent	Lars Okill	LO-9014144	NATIONAL_ACCOUNT	1/18/2025	6,222,387.08	1,330	65.4	4,072,484.41	5
Churned	Ditty Tennis Pro	DTP-1055280	NATIONAL_ACCOUNT	7/16/2022	10,510,358.70	4,411	36.3	3,812,319.73	922
Recent	Ibert Golf Performance	IGP-1056928	NATIONAL_ACCOUNT	1/23/2025	5,639,542.70	5,248	61.8	3,484,640.22	0
Recent	Frants Fitness	FF-9244332	NATIONAL_ACCOUNT	12/8/2024	2,991,407.20	288	97.5	2,917,201.87	46
Churned	Ryson Water Sports	RWS-7291876	NATIONAL_ACCOUNT	2/21/2020	2,916,433.15	412	80.1	2,336,409.99	1,798
Recent	I Indreuhaven Extreme Fishing	I FF-8933657	NATIONAL_ACCOUNT	1/16/2025	3,806,625.18	1,060	55.5	2,111,643.26	7

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## Visual Elements

- 4 bars, each representing the count of customers with that respective status.
- A **Customer Class dropdown** filter allows the customer to filter the data to only customers with the specified Customer Class.
  - Default Value: All
- A **mode selector** allows the user to choose whether the widget bases its results on standard Customer records or each unique Customer + Ship To Code combination.

## Statuses

