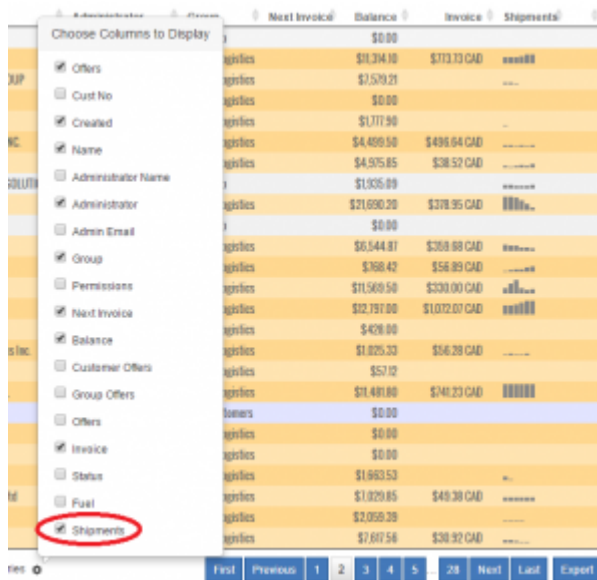


Usage Charts for Customers

Today a useful feature was added to the administrative interface that can be used to identify basic shipping patterns for customers.



The screenshot shows a table with columns: Next Invoice, Balance, Invoice, and Shipments. A 'Shipments' column is highlighted with a red circle. The table contains multiple rows of customer data with values for each column. A 'Choose Columns to Display' dialog is open on the left, showing a list of columns with checkboxes. The 'Shipments' checkbox is checked and circled in red.

Next Invoice	Balance	Invoice	Shipments
\$0.00			
\$1,314.10	\$73.33 CAD		
\$7,579.21			
\$0.00			
\$1,777.90			
\$4,469.50	\$496.64 CAD		
\$4,975.85	\$38.52 CAD		
\$1,905.89			
\$21,690.20	\$378.95 CAD		
\$0.00			
\$6,544.87	\$208.88 CAD		
\$768.42	\$56.89 CAD		
\$11,569.50	\$330.00 CAD		
\$12,751.00	\$1,072.07 CAD		
\$428.00			
\$1,825.33	\$36.28 CAD		
\$57.12			
\$11,481.80	\$741.23 CAD		
\$0.00			
\$0.00			
\$1,883.53			
\$1,329.85	\$48.38 CAD		
\$2,058.28			
\$7,677.56	\$30.92 CAD		

The advantage of this very simple approach is that you can very quickly get a sense of the customer's level of activity. This chart doesn't indicate how profitable they are but it does let you spot declining usage fairly easily.