



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Order Number	First Name	Last Name	Customer Id	Zipcode	Product Type	Gateway	Net Sales	Total Tax	Sum of Total Price Usd	Location
0	Roselia	Pidgen	1	26375	Boots	amazon_payments	\$505	50.51	555.64	OKLAHOMA CITY, Oklahoma, United States
1	Gideon	Viney	1	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92	INGLEWOOD, California, United States
2	Henka	Giorgini	1	57153	Tennis Shoes	paypal	\$518	51.75	569.28	ORANGE, California, United States
3	Candy	Billbey	1	37812	Tennis Shoes	shopify_payments	\$532	53.19	585.12	OKLAHOMA CITY, Oklahoma, United States
4	Freida	Argent	1	28883	Tennis Shoes	paypal	\$497	49.71	546.84	TULSA, Oklahoma, United States
5	Haley	Leyfield	1	95382	Tennis Shoes	shopify_payments	\$517	51.71	568.84	SACRAMENTO, California, United States
6	Lisette	Scarboroughh	1	20278	Running Shoes	shopify_payments	\$580	57.99	637.92	BROOKLYN, New York, United States
7	Gustaf	Esterbrook	1	58914	Running Shoes	shopify_payments	\$580	57.99	637.92	CORPUS CHRISTI, Texas, United States
8	Marcella	Rengger	1	62499	Tennis Shoes	shopify_payments	\$777	77.66	854.29	NEW YORK CITY, New York, United States
9	Zollie	Egan	1	40927	Climbing Shoes	shopify_payments	\$527	52.71	579.84	SAN ANTONIO, Texas, United States
10	Ailyn	Broadberrie	1	13817	Walking Shoes	gift_card	\$651	65.05	715.58	SAN ANTONIO, Texas, United States
11	Catharina	Mathieu	1	53968	Running Shoes	paypal	\$497	49.71	546.84	GLENDALE, California, United States
12	Arlene	Pescott	1	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16	CHARLOTTE, North Carolina, United States
13	Jennie	Petters	1	97433	Walking Shoes	shopify_payments	\$494	49.35	542.88	WILKES BARRE, Pennsylvania, United States
14	Tiffani	Hatrey	1	28207	Walking Shoes	shopify_payments	\$527	52.71	579.84	SEATTLE, Washington, United States
15	Ddene	Thake	1	16416	Tennis Shoes	shopify_payments	\$517	51.71	568.84	PEORIA, Illinois, United States
16	Thoma	Kewley	1	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84	EL PASO, Texas, United States
17	Jaimie	Toffetto	1	14173	Running Shoes	shopify_payments	\$635	63.51	698.64	RICHMOND, Virginia, United States
18	Edik	McMurdo	1	82401	Climbing Shoes	shopify_payments	\$518	51.75	569.28	JAMAICA, New York, United States
19	Erskine	Itzakson	1	58901	Walking Shoes	shopify_payments	\$731	73.11	804.24	COLUMBUS, Ohio, United States
20	Dannie	Delea	1	98186	Running Shoes	paypal	\$517	51.71	568.84	SPOKANE, Washington, United States
21	Cacilia	Mathew	1	27901	Running Shoes	gift_card	\$505	50.51	555.64	MAPLE PLAIN, Minnesota, United States
22	Dene	Wylder	1	80407	Climbing Shoes	shopify_payments	\$494	49.35	542.88	WINTER HAVEN, Florida, United States
23	Tyrone	Ogborne	1	79671	Running Shoes	paypal	\$518	51.75	569.28	NEW ORLEANS, Louisiana, United States
24	Kari	Ceschini	1	74531	Running Shoes	shopify_payments	\$555	55.51	610.64	DALLAS, Texas, United States
25	Dorey	McKeighan	1	23323	Running Shoes	amazon_payments	\$497	49.71	546.84	MACON, Georgia, United States
26	Dorene	Malthouse	1	75263	Running Shoes	paypal	\$615	61.51	676.64	BISMARCK, North Dakota, United States
27	Vergil	Docwra	1	77091	Tennis Shoes	paypal	\$555	55.51	610.64	ESCONDIDO, California, United States
28	Georgeanne	Abramamovh	1	93673	Walking Shoes	shopify_payments	\$580	57.99	637.92	TAMPA, Florida, United States
29	Halli	Lovel	1	87493	Flip-Flops	shopify_payments	\$507	50.71	557.84	WASHINGTON, District of Columbia, United States
30	Laureen	Sawtell	1	86374	Tennis Shoes	shopify_payments	\$527	52.71	579.84	PEORIA, Illinois, United States
31	Brent	Croxon	1	59302	Tennis Shoes	shopify_payments	\$498	49.76	547.39	SAN JOSE, California, United States
Total			7431	367597147			\$41,80,874	4,18,087.35	45,98,960.87	



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Transaction
Performance

\$7,534

Total Quantity

\$4M

Net Sales

\$562.6

Net Avg Order Value

Customer
Purchase
Behaviour

4431

Total Customers

2392

Single Order Customer

2039

Repeat Customer

Retention &
Value KPIs

\$943.6

Life Time Value

46%

Repeat Rate

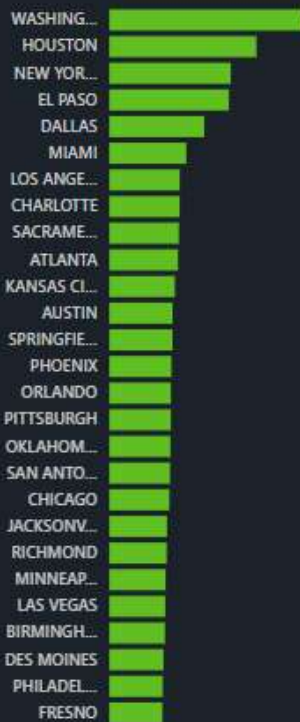
1.68

Purchase Frequency

Total Customer Trend Over Time



Regional Overview - Province & Cities by Net Sales



Net Sales by Gateway Payment Method



Net Sales by Product Type

