



SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

Transaction Performance

\$4,180,874	7534	\$562.6
Net Sales	Total Quantity	Net Avg order value

Customer Purchase Behavior

4431	2392	2039
Total Customers	Single order custo...	Repeat customers

Retention and values KPIs

\$943.55	46.02%	1.68
Life Time Value	Repeat Rate	Purchase frequency

Report

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Measures

Net Sales

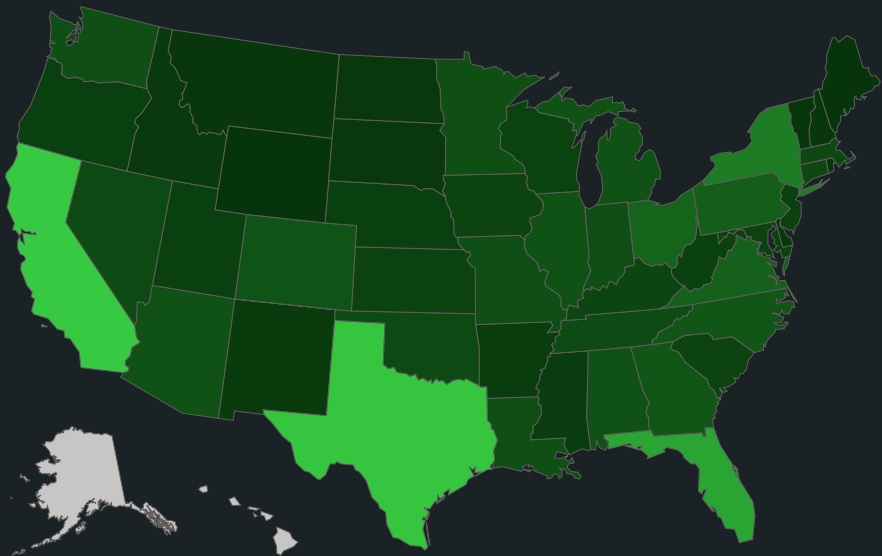
Gateway

All

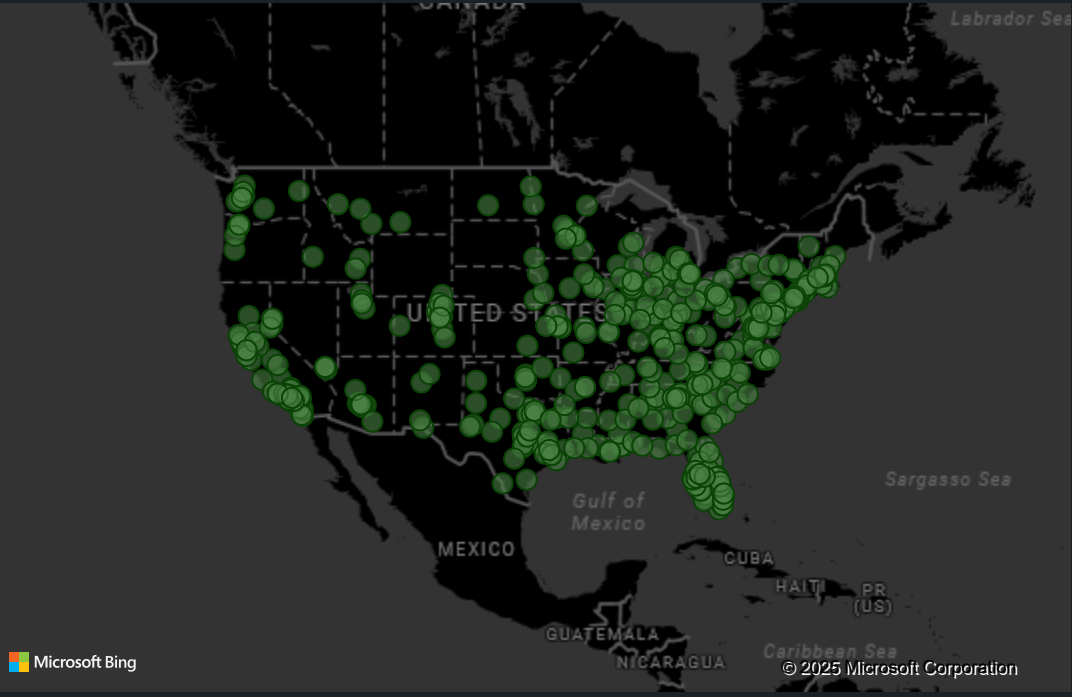
Province

All

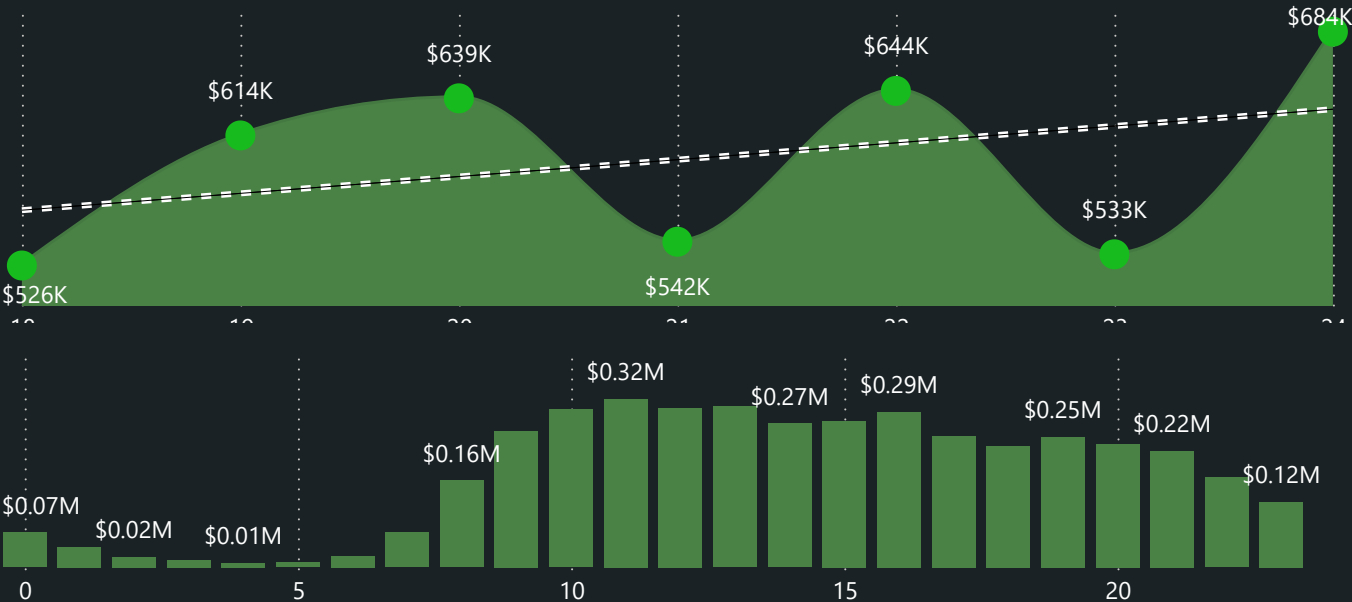
Regional Overview -Proviance & Cities by Net Sales



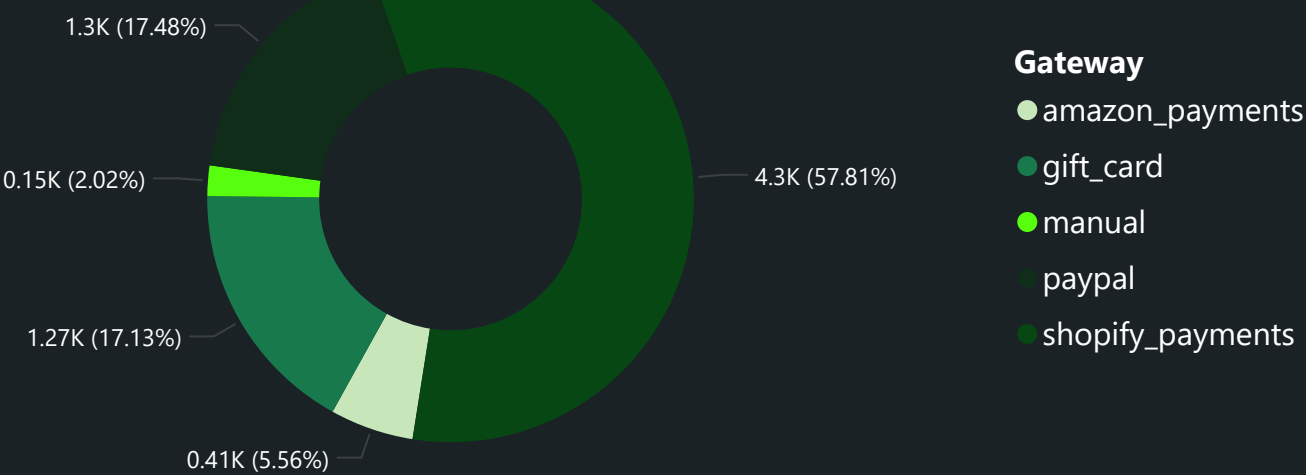
WASHI...	\$120K
HOUST...	\$91K
NEW Y...	\$75K
EL PASO	\$74K
DALLAS	\$59K
MIAMI	\$47K
LOS A...	\$43K
CHARL...	\$43K
SACRA...	\$43K
ATLAN...	\$42K
KANSA...	\$40K
AUSTIN	\$39K
SPRIN...	\$39K
PHOE...	\$38K
ORLA...	\$38K
PITTSB...	\$38K
OKLAH...	\$38K
SAN A...	\$37K
CHICA...	\$37K
JACKS...	\$36K
RICHM...	\$35K
MINNE...	\$35K
LAS VE...	\$35K
BIRMI...	\$34K
DES M...	\$33K
PHILA...	\$33K
FRESNO	\$33K
SAN DI...	\$31K
DETROIT	\$30K
SAN J...	\$30K



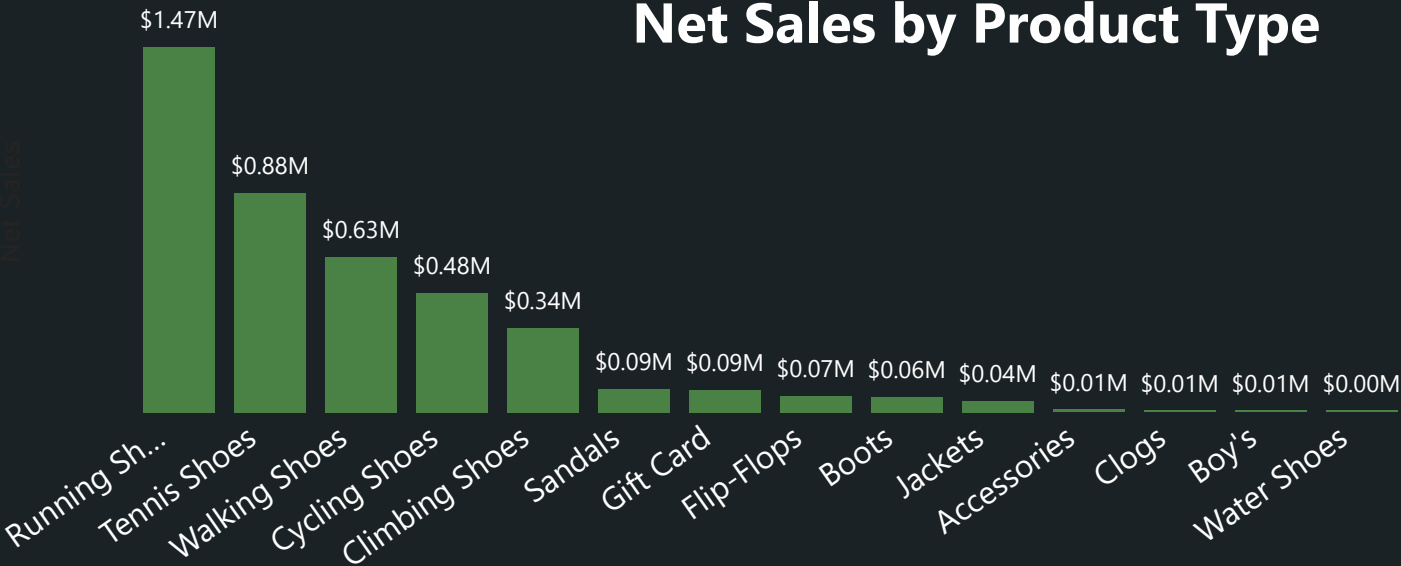
Net Sales Sales Trend Over Time



Net Sales By GateWay Payment Method



Net Sales by Product Type





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Order Number	Customer Name	Customer Id	City	Province	ZipCode	Product Type	Gateway	Quantity	Net Sales	Tax	Total Price USD
25	Dorey McKeighan	1	MACON	Georgia	23323	Running Shoes	amazon_payments	1	\$497	49.71	546.84
41	Sasha Screech	1	SAVANNAH	Georgia	95495	Cycling Shoes	shopify_payments	1	\$537	53.71	590.84
53	Rufe Klehyn	1	AUGUSTA	Georgia	65397	Tennis Shoes	shopify_payments	1	\$637	63.71	700.84
88	Erika Rosengren	1	ALBANY	Georgia	41644	Cycling Shoes	gift_card	1	\$510	50.95	560.48
89	Radcliffe Bullent	1	COLUMBUS	Georgia	96761	Running Shoes	shopify_payments	1	\$518	51.75	569.28
96	Georgena Meeus	1	CUMMING	Georgia	75872	Tennis Shoes	manual	1	\$537	53.71	590.84
104	Letizia Reyes	1	ATLANTA	Georgia	64081	Tennis Shoes	shopify_payments	1	\$510	50.95	560.48
105	Chrysler Rubinsohn	1	ATLANTA	Georgia	77173	Running Shoes	gift_card	1	\$537	53.71	590.84
113	Quintina Pollak	1	LAWRENCEVILLE	Georgia	13269	Running Shoes	shopify_payments	1	\$542	54.15	595.68
199	Marianna Blaxley	1	ATLANTA	Georgia	49614	Running Shoes	gift_card	1	\$518	51.75	569.28
285	Fern Buten	1	ALPHARETTA	Georgia	86372	Cycling Shoes	paypal	1	\$517	51.71	568.84
298	Leland Bygreaves	1	SAVANNAH	Georgia	46465	Tennis Shoes	shopify_payments	1	\$586	58.61	644.74
334	Isabelita Mullard	1	ATLANTA	Georgia	5540	Walking Shoes	shopify_payments	1	\$635	63.51	698.64
367	Veronika Cosgry	1	ATLANTA	Georgia	53430	Climbing Shoes	shopify_payments	1	\$537	53.71	590.84
383	Andrea Brusby	1	DECATUR	Georgia	89579	Walking Shoes	shopify_payments	1	\$497	49.71	546.84
450	Richmound Insko	1	COLUMBUS	Georgia	11158	Running Shoes	shopify_payments	1	\$527	52.71	579.84
507	Jsandye Crosser	1	ATHENS	Georgia	15921	Cycling Shoes	shopify_payments	1	\$674	67.35	740.88
526	Bobbie Snare	1	ALBANY	Georgia	2923	Cycling Shoes	amazon_payments	1	\$498	49.81	547.94
543	Clim Hakeworth	1	ATLANTA	Georgia	4827	Running Shoes	shopify_payments	1	\$527	52.71	579.84
640	Granny Greated	1	ATHENS	Georgia	10506	Cycling Shoes	gift_card	1	\$527	52.71	579.84
671	Cyril Westnedge	1	AUGUSTA	Georgia	96832	Cycling Shoes	gift_card	1	\$650	65.03	715.36
708	Blakelee Biddlestone	1	ATLANTA	Georgia	29859	Running Shoes	gift_card	1	\$517	51.71	568.84
746	Berny Wyard	1	ALBANY	Georgia	12014	Climbing Shoes	shopify_payments	1	\$537	53.71	590.84
755	Kara Kelway	1	SAVANNAH	Georgia	28648	Running Shoes	shopify_payments	1	\$497	49.71	546.84
796	Lesli Barles	1	ALPHARETTA	Georgia	52403	Running Shoes	paypal	1	\$518	51.75	569.28
832	Sargent Battell	1	ALBANY	Georgia	71848	Running Shoes	shopify_payments	1	\$502	50.15	551.68
855	Jeff Pietraszek	1	ALBANY	Georgia	32194	Sandals	paypal	2	\$633	63.31	696.44
858	Parnell Gadie	1	ALBANY	Georgia	28318	Cycling Shoes	shopify_payments	1	\$555	55.51	610.64
949	Trenna Peoples	1	ALPHARETTA	Georgia	75401	Running Shoes	shopify_payments	1	\$497	49.71	546.84
1011	Mikael Cavolini	1	ATLANTA	Georgia	68087	Walking Shoes	gift_card	1	\$517	51.71	568.84
1022	Stanley Skellen	1	ATLANTA	Georgia	8604	Gift Card	shopify_payments	1	\$664	66.41	730.54
1089	Dionis Levick	1	MARIETTA	Georgia	83058	Tennis Shoes	shopify_payments	1	\$439	43.91	483.04
1116	Eleanora O'Duane	1	DECATUR	Georgia	55928	Tennis Shoes	paypal	1	\$497	49.71	546.84
1159	Lane Wimpeney	1	ATLANTA	Georgia	76755	Running Shoes	shopify_payments	1	\$735	73.51	808.64
1161	Issi Kopps	1	ATLANTA	Georgia	9201	Jackets	paypal	1	\$737	73.71	810.84
1182	Bernete Mustchin	1	ATLANTA	Georgia	64389	Cycling Shoes	shopify_payments	1	\$497	49.71	546.84
1216	Benee Abrams	1	COLUMBUS	Georgia	54481	Tennis Shoes	shopify_payments	1	\$625	62.51	687.64
Total		193			9783310			197	\$110,159	11,015.94	121,175.33