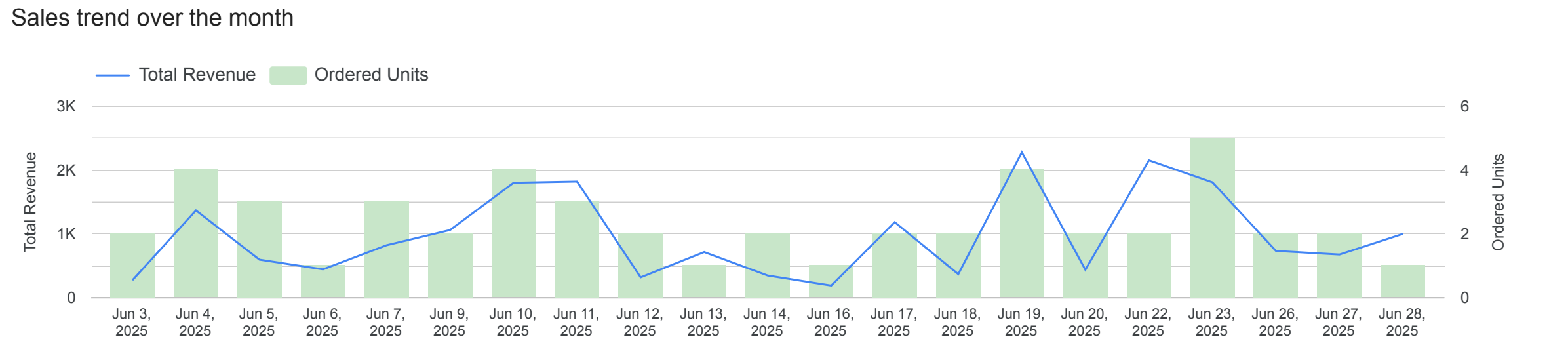# Shopify Monthly Summary Dashboard

Jun 1, 2025 - Jun 30, 2025 ▼

Total Revenue	Avg. Revenue per User	Total Items Sold	Total Order Placed
$20,215	$404	161	50
▼ -34.3%	▲ 7.8%	▼ -34.6%	▼ -39.0%

Sales trend over the month

— Total Revenue   ▉ Ordered Units
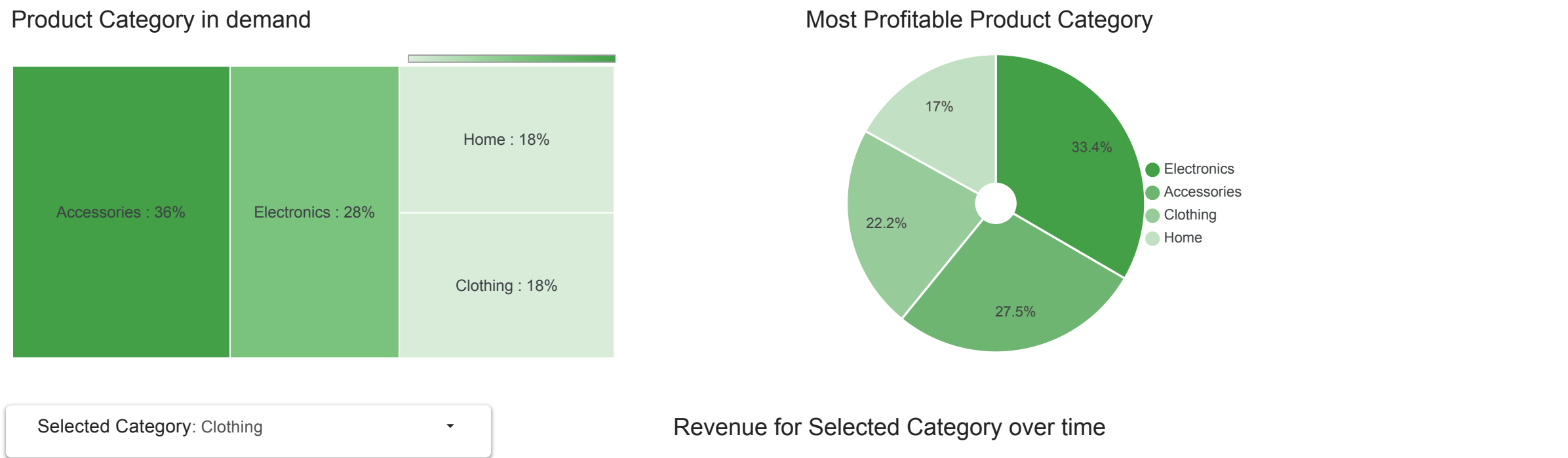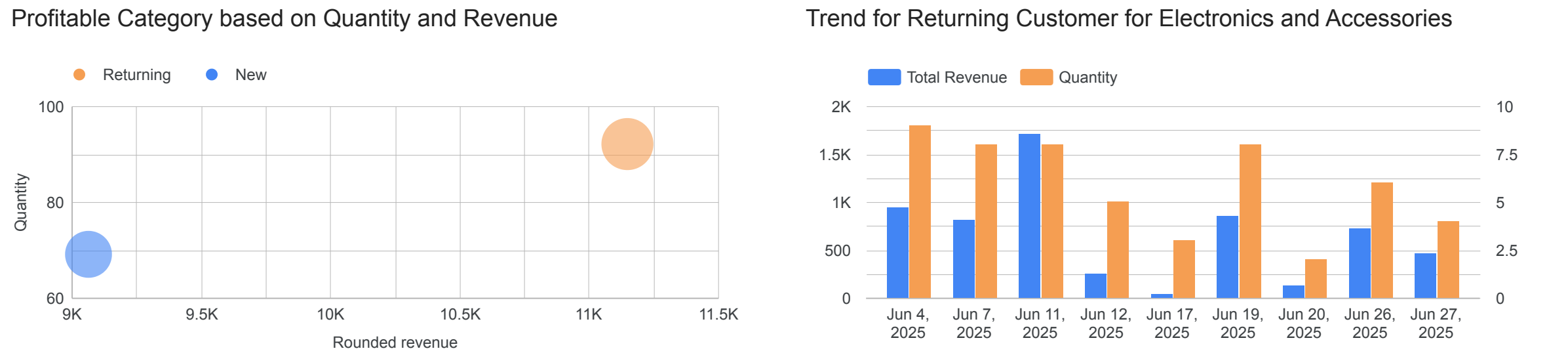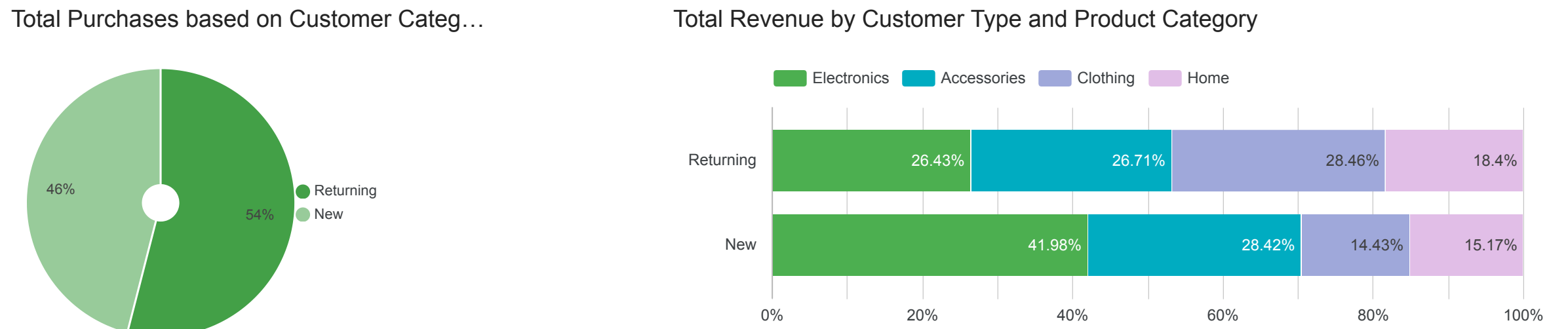

une was a relatively weak month for the store, generating $20,000 in total revenue, which represents a 34.3% decline compared to the previous month. A total of 50 orders were placed, accounting for 161 items sold, with an average order value of $404. June 23rd saw the highest number of orders, indicating a spike in buying activity, while June 19th stood out as the most profitable day, bringing in the highest daily revenue for the month. While overall sales performance declined, the data highlights key peak days of customer engagement and spending. Notably, despite the lower order volume, the average customer showed a tendency to make higher-value purchases, indicating a shift toward more profitable buying behavior. Let's now explore which product category contributed the most to this profitability.

Category based Analysis

Product Category in demand

Most Profitable Product Category

Selected Category: Clothing ▼

### Revenue for Selected Category over time
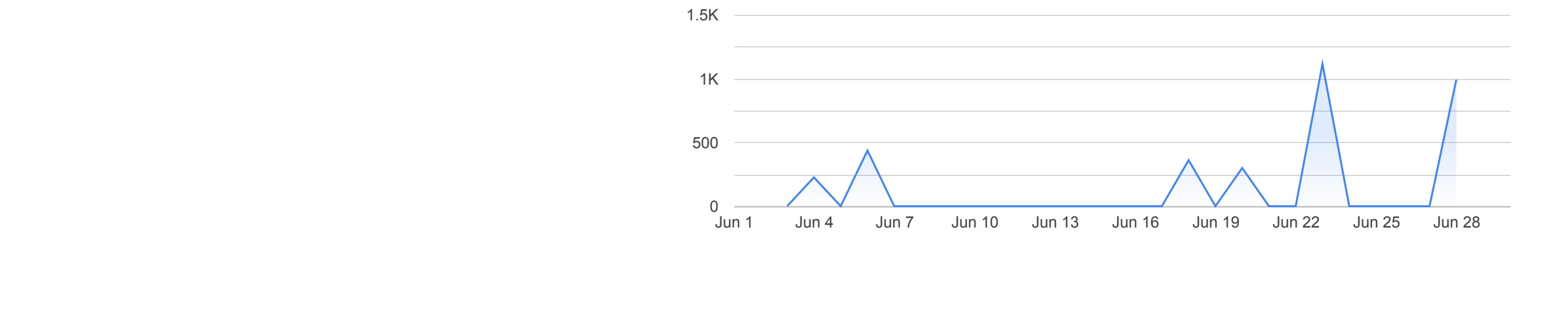
Among all product categories, Accessories recorded the highest quantity sold, reflecting strong and consistent customer demand. In contrast, Electronics emerged as the most profitable category, generating the highest overall revenue. Electronics saw a revenue peak on June 19, although its sales trend was uneven throughout the month. Accessories, on the other hand, demonstrated stable performance with consistently strong sales and a revenue peak of $982.60 on June 10. In summary, Electronics drives profitability through high-value transactions, while Accessories lead in order volume and steady demand. To gain deeper insights, we now turn to analyze the types of customers purchasing these products.

Customer based Analysis

Total Purchases based on Customer Categ...

Total Revenue by Customer Type and Product Category

Profitable Category based on Quantity and Revenue

Trend for Returning Customer for Electronics and Accessories

The number of returning customers exceeded new customers, highlighting strong customer loyalty. Interestingly, new customers contributed to 41.98% of purchases in the Electronics category, the store's most profitable segment, indicating a high level of initial interest in high-value products. Accessory purchases were consistent across both customer types, reflecting steady and balanced demand. However, Clothing was the least preferred category among new customers, making up only 14.43% of their purchases. Returning customers not only made more purchases but also bought in higher quantities compared to new customers, reaffirming their status as the most valuable customer segment. That said, while returning customers drive volume, their purchases tend to focus on lower-margin products, suggesting an opportunity to increase profitability by upselling or cross-selling higher-margin items to this loyal group.

Churn Analysis for customers buying Electronics and Accessories

Quantity Trend by Customer Type

Top 10 Returning Cutomers based on Profit Score
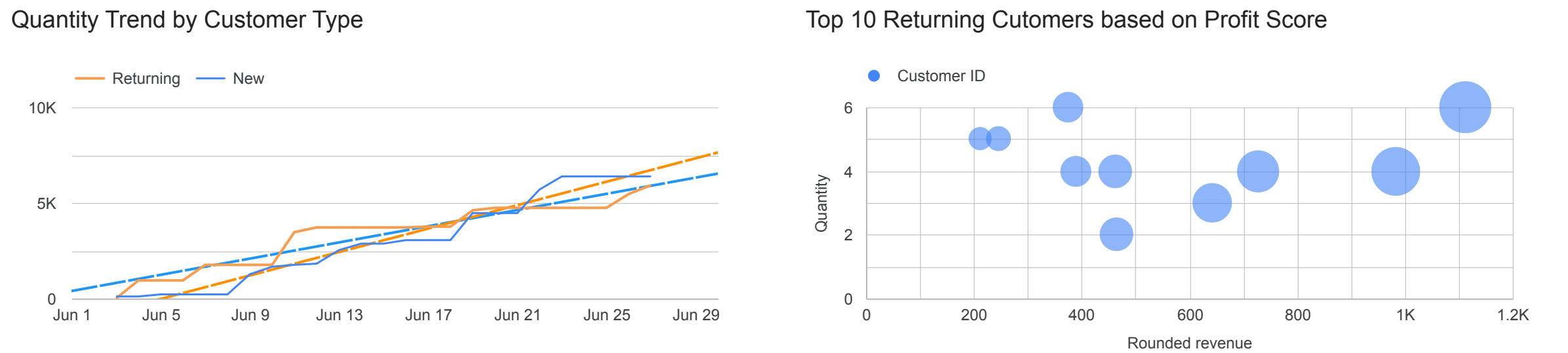
Top 10 Customer Score and Visit Analysis compared to previous month

	Customer ID	Customer Score this month	% Δ	Visit this Month ▼	% Δ
1.	CUST1029	116.95	-	2	-
2.	CUST1076	337.87	42.6% ▲	2	100.0% ▲
3.	CUST1043	297.58	71.0% ▲	1	-50.0% ▼
4.	CUST1006	141.01	-	1	-
5.	CUST1066	77.66	-	1	-
6.	CUST1099	119.5	7.8% ▲	1	0.0%
7.	CUST1010	67.1	-	1	-
8.	CUST1039	40.23	-	1	-
9.	CUST1032	14.07	-	1	-
10.	CUST1035	44.84	-	1	-

Active Customer	New User	Returning Customer	Repeat Purchase Rate
32	17	15	47%
▼ -22.0%	▼ -26.1%	▼ -16.7%	▲ 6.8%

Based on the trend analysis, new customers tend to shop more at the beginning of the month, while returning customers are more active toward the end. Additionally, all customer score ratings have remained compared to the previous month, suggesting higher average spending per customer. However, despite this increase in spending, the number of returning customers has declined this month, which may signal a potential retention issue that warrants further analysis.