



SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net sales	Total Tax	Total Profit
7430	Oralle Deehan	1608	District of Columbia	WASHINGTON	71357	Tennis Shoes	paypal	\$713.13	71.31	
7429	Wernher McKeller	3352	Missouri	SAINT LOUIS	53252	Running Shoes	shopify_payments	\$555.93	55.59	
7428	Roze Wyldes	5089	California	CHULA VISTA	26977	Climbing Shoes	shopify_payments	\$537.13	53.71	
7427	Susie Furmagier	3161	Florida	LARGO	89525	Tennis Shoes	paypal	\$537.13	53.71	
7426	Renaldo Kissack	2708	Massachusetts	WORCESTER	12348	Walking Shoes	shopify_payments	\$539.93	53.99	
7425	Micki Codi	2436	South Carolina	GREENVILLE	73359	Cycling Shoes	shopify_payments	\$485.53	48.55	
7424	Ky Grent	1486	Virginia	RICHMOND	6108	Running Shoes	paypal	\$658.33	65.83	
7423	Herc Swatheridge	4355	Nevada	CARSON CITY	86968	Cycling Shoes	shopify_payments	\$486.33	48.63	
7422	Elva Revington	2941	Pennsylvania	ERIE	37357	Climbing Shoes	shopify_payments	\$625.13	62.51	
7421	Roxanna Schottli	2376	Idaho	BOISE	79641	Cycling Shoes	gift_card	\$605.13	60.51	
7420	Brittani Behneke	5803	Maryland	BALTIMORE	54422	Climbing Shoes	gift_card	\$576.13	57.61	
7419	Siouxie Stirtle	2669	New York	NEW YORK CITY	98755	Running Shoes	paypal	\$744.73	74.47	
7418	Bartel Di Gregorio	3246	Ohio	CLEVELAND	87626	Climbing Shoes	shopify_payments	\$488.13	48.81	
7417	Geralda D'Abbot-Doyle	4868	Pennsylvania	PITTSBURGH	44291	Running Shoes	paypal	\$658.33	65.83	
7416	Bevy Duggleby	2543	Arizona	PRESCOTT	56301	Running Shoes	shopify_payments	\$509.53	50.95	
7415	Mora Begbie	1644	Florida	MIAMI	59506	Cycling Shoes	shopify_payments	\$595.93	59.59	
7414	Tedra Dana	5360	Washington	SPOKANE	74832	Climbing Shoes	shopify_payments	\$497.63	49.76	
Total								\$41,80,873.52	4,18,087.35	45,98



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TRANSACTION PERFORMANCE	\$41,80,873.52	7,534	563
	Net sales	Total quantity	Net Average Order Value
CUSTOMER PURCHASE BEHAVIOR	4,431	2392	2039
	Total Customers	Single Order Customers	Repeat Customers
RETENTION & VALUE KPI'S	\$943.55	46.02%	1.68
	Lifetime Revenue	Repeat Rate	Purchase Frequency

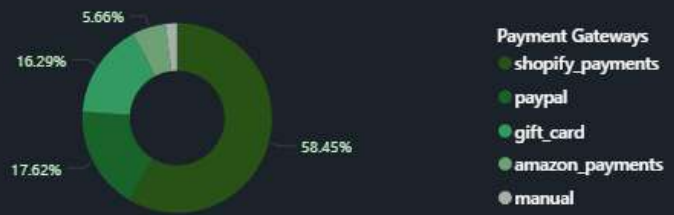
Regional Overview - province & Cities By Net sales



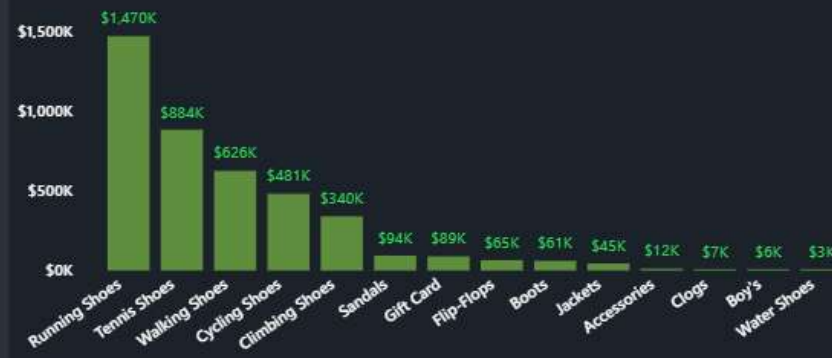
Net sales Trend Over Time



Net Sales By Gateway Payment Method



Net sales By Product Title

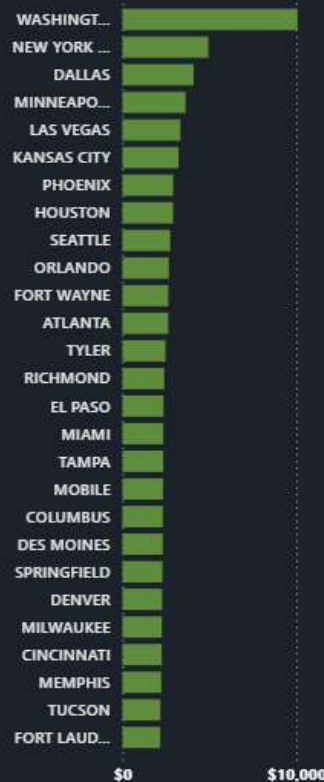




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TRANSACTION PERFORMANCE	\$2,36,637.29	420	573
	Net sales	Total quantity	Net Average Order Value
CUSTOMER PURCHASE BEHAVIOR	398	384	14
	Total Customers	Single Order Customers	Repeat Customers
RETENTION & VALUE KPI'S	\$594.57	3.52%	1.04
	Lifetime Revenue	Repeat Rate	Purchase Frequency

Regional Overview - province & Cities By Net sales



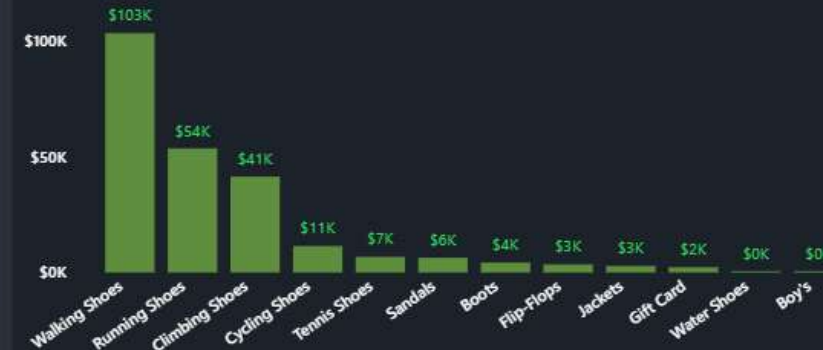
Net sales Trend Over Time



Net Sales By Gateway Payment Method



Net sales By Product Title





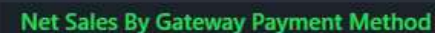
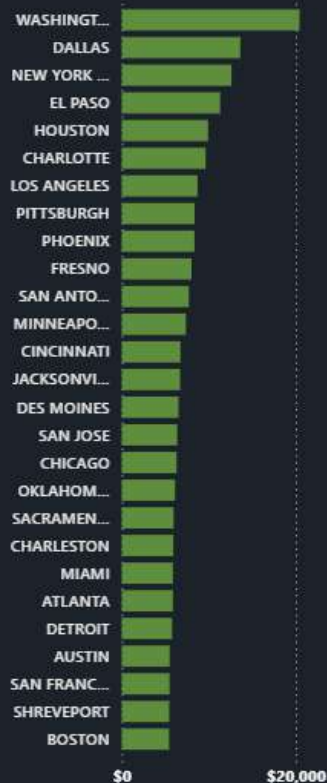
Net sales Trend Over Time



Net sales

gift card

All



- gift_card

Net sales By Product Title





SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

TRANSACTION PERFORMANCE	\$82,401.90	151	549
	Net sales	Total quantity	Net Average Order Value
CUSTOMER PURCHASE BEHAVIOR	149	148	1
	Total Customers	Single Order Customers	Repeat Customers
RETENTION & VALUE KPI'S	\$553.03	0.67%	1.01
	Lifetime Revenue	Repeat Rate	Purchase Frequency

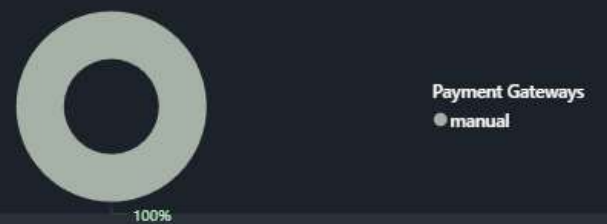
Regional Overview - province & Cities By Net sales



Net sales Trend Over Time



Net Sales By Gateway Payment Method



Net sales By Product Title





SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

TRANSACTION PERFORMANCE	\$7,36,863.72	1,322	567
	Net sales	Total quantity	Net Average Order Value
CUSTOMER PURCHASE BEHAVIOR	1,178	1064	114
	Total Customers	Single Order Customers	Repeat Customers
RETENTION & VALUE KPI'S	\$625.52	9.68%	1.10
	Lifetime Revenue	Repeat Rate	Purchase Frequency

Regional Overview - province & Cities By Net sales



Net sales Trend Over Time



Net Sales By Gateway Payment Method

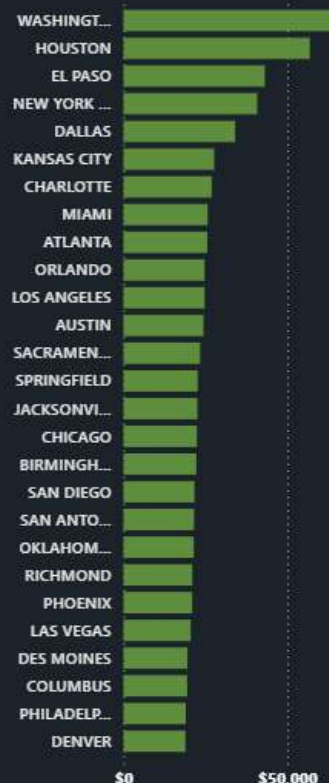


Net sales By Product Title

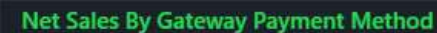




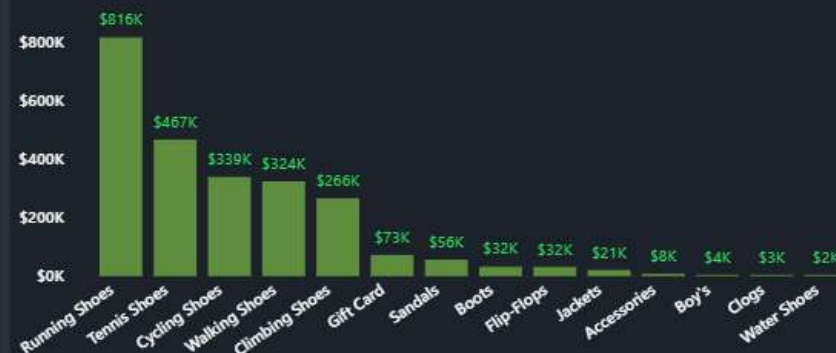
Net sales Trend Over Time

Net sales 

shopify_payments ▼

All 

Net sales By Product Title





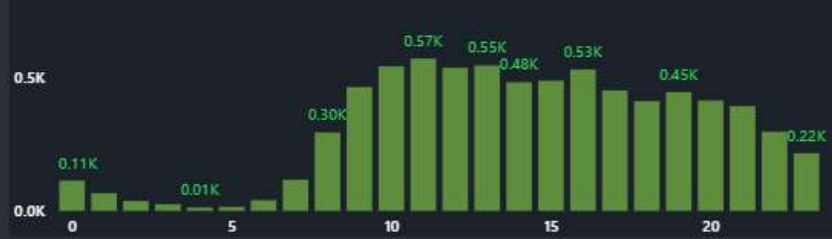
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Regional Overview - province & Cities By Total quantity



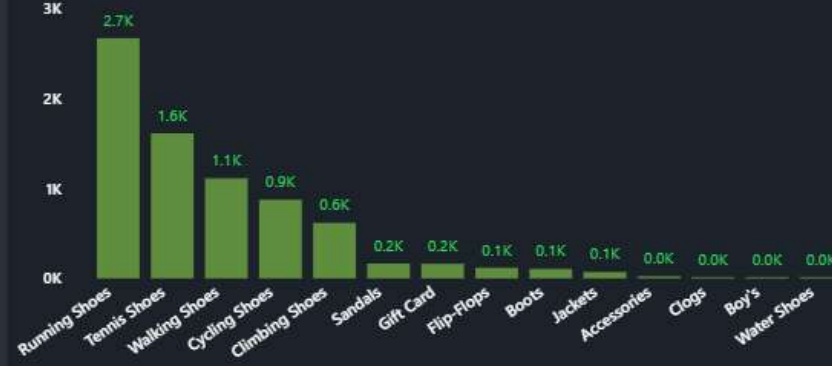
Total quantity Trend Over Time



Net Sales By Gateway Payment Method



Total quantity By Product Title





SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

TRANSACTION PERFORMANCE

\$41,80,873.52

Net sales

7,534

Total quantity

563

Net Average Order Value

CUSTOMER PURCHASE BEHAVIOR

4,431

Total Customers

2392

Single Order Customers

2039

Repeat Customers

RETENTION & VALUE KPI'S

\$943.55

Lifetime Revenue

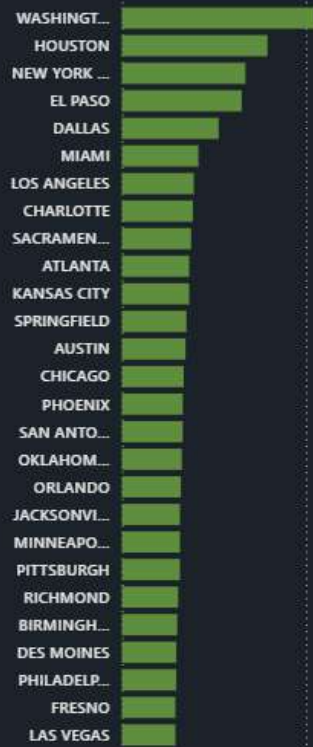
46.02%

Repeat Rate

1.68

Purchase Frequency

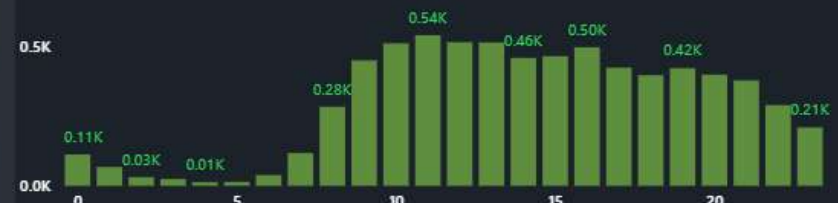
Regional Overview - province & Cities By Total Customers



Microsoft Bing

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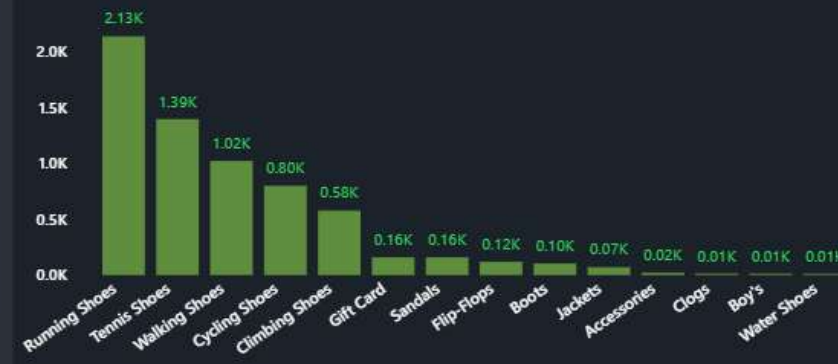
Total Customers Trend Over Time



Net Sales By Gateway Payment Method



Total Customers By Product...





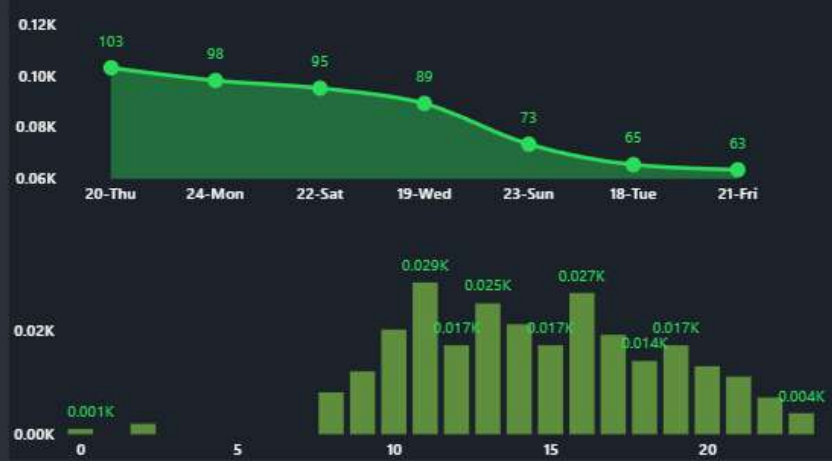
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Regional Overview - province & Cities By Reapeat Customers



Reapeat Customers Trend Over Time



Net Sales By Gateway Payment Method



Reapeat Customers By Produ...

