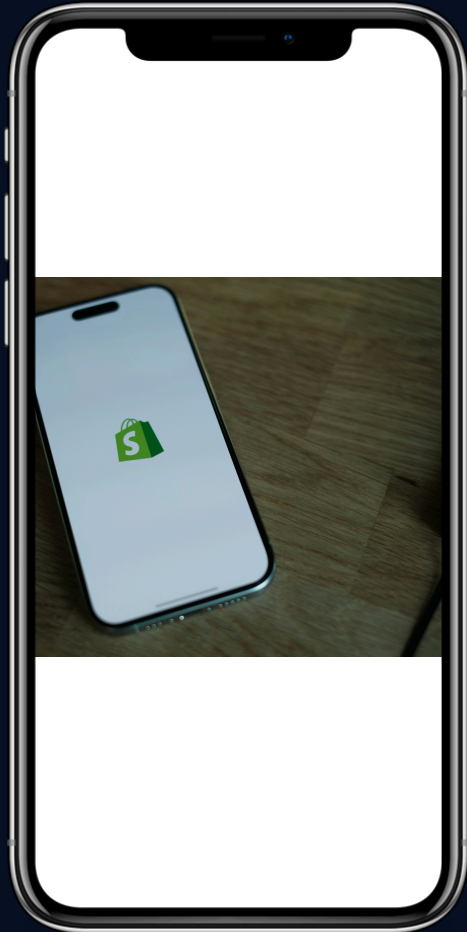


SHOPIFY SALES REPORT

Afolayan Michael Olajide



BUSINESS OVERVIEW



Shopify operates as a leading e-commerce platform, empowering businesses to create online stores and manage sales efficiently.

Shopify supports a diverse customer base of 4,431 active users according to the data, generating a net sales figure of \$4,180,874. The platform's strength lies in its robust payment gateway options and a wide array of product types, catering to varied consumer needs across multiple regions in the United States.



AIM OF THE PROJECT

The primary objective of this analysis is to evaluate the sales and customer behavior trends on the Shopify platform to identify growth opportunities and optimize business strategies. This report aims to provide actionable insights into regional performance, payment method preferences, and product demand, ultimately guiding efforts to enhance customer retention and increase overall revenue.

EXECUTIVE SUMMARY



This report provides an in-depth analysis of the sales and customer performance for the Shopify platform. Key highlights include a total transaction performance of \$4,180,874 in net sales, with a total quantity of 7,534 items sold. The net average order value stands at \$562.6, indicating strong per-transaction revenue.

REPORT VIEW



SHOPIFY | SALES & CUSTOMER ANALYSIS REPORT

NAVIGATORS

Shopify Analysis

Details

FILTERS

Select Measure

Total Quantity

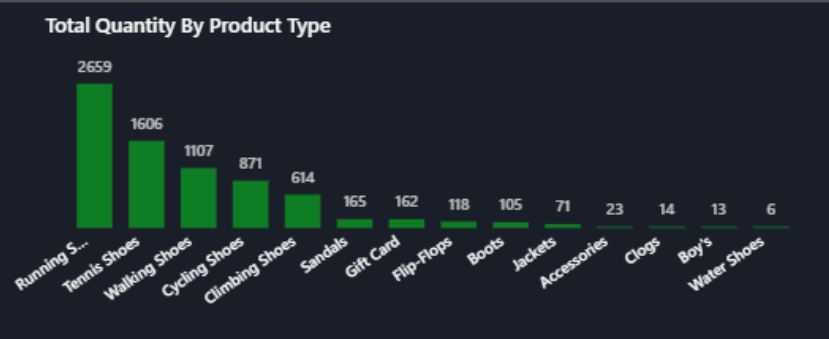
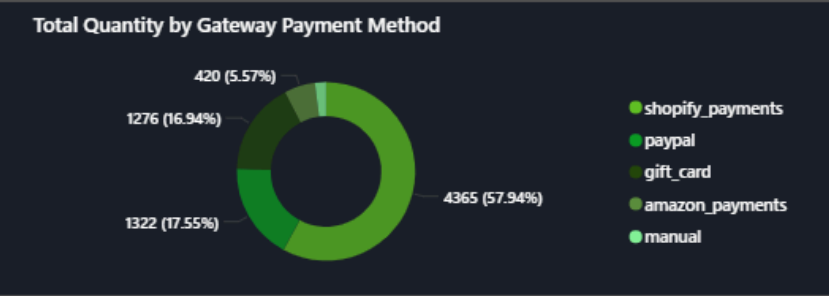
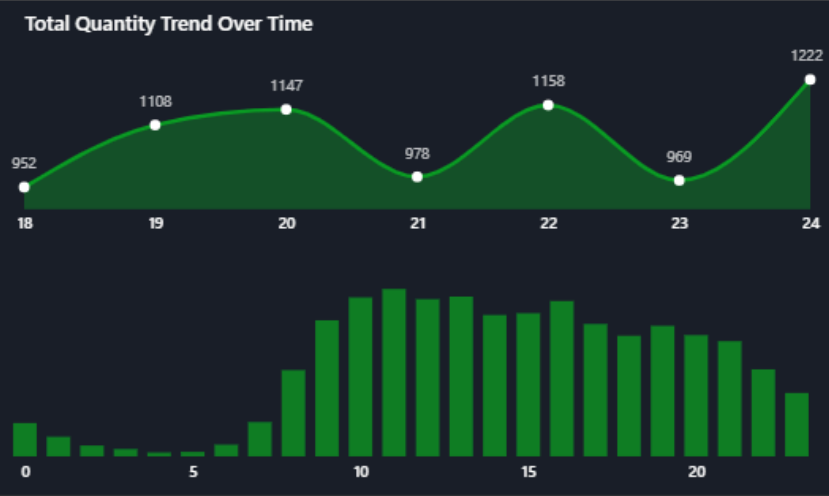
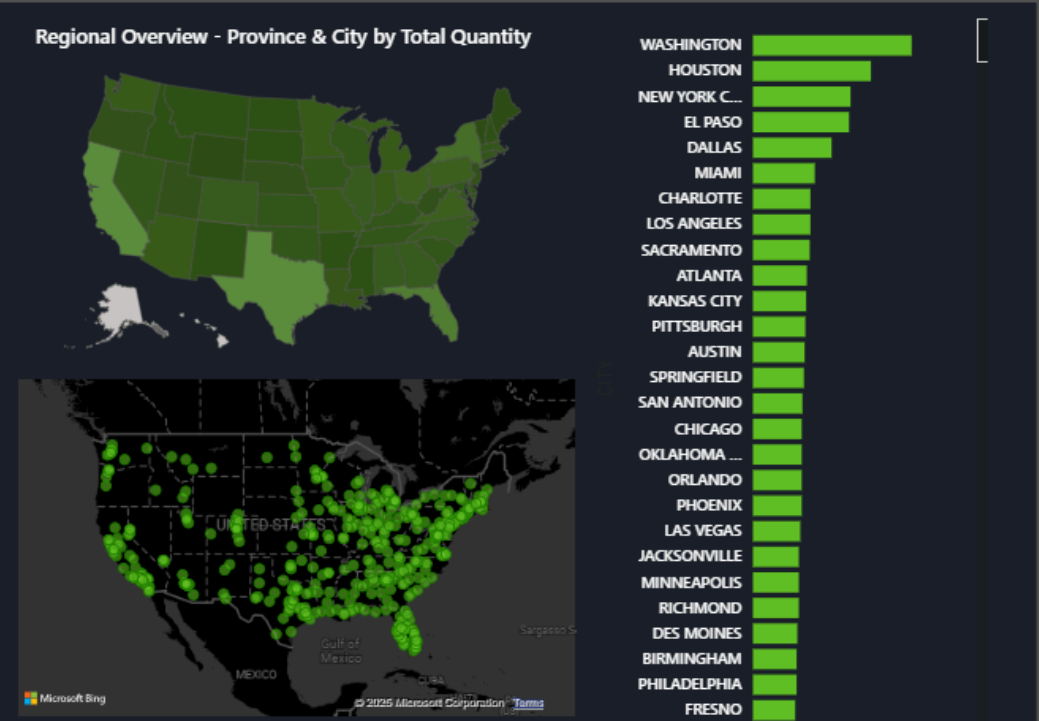
Gateway

All

Province

All

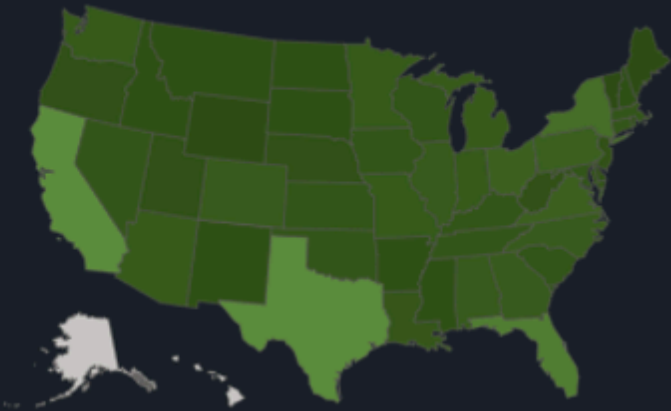
Transaction Performance	<div>\$4,180,874</div> <div>Net Sales</div>	<div>7534</div> <div>Total Quantity</div>	<div>\$562.6</div> <div>Net Avg Order Value</div>
Customer Purchase Behaviour	<div>4431</div> <div>Total Customers</div>	<div>2392</div> <div>Single Order Customers</div>	<div>2039</div> <div>Repeat Customers</div>
Retention & Value KPIs	<div>\$943.6</div> <div>Life Time Value</div>	<div>46%</div> <div>Repeat Rate</div>	<div>1.68</div> <div>Purchase Frequency</div>



Transaction Performance	\$4,180,874 Net Sales	7534 Total Quantity	\$562.6 Net AVg Order Value
Customer Purchase Beh...	4431 Total Customers	2392 Single Order Customers	2039 Repeat Customers
Retention & Value KPIs	\$943.6 Life Time Value	46% Repeat Rate	1.68 Purchase Frequency

Regional Overview

Regional Overview - Province & City by Total Quantity



- **Washington (Houston):** Highest quantity
- **Texas (El Paso, Dallas, Austin):** Significant contributions
- **California (Los Angeles, Sacramento, San Antonio):** Notable sales hubs
- **Florida (Miami):** Strong market presence

The U.S. map highlights a dense concentration of sales in the southern and western regions, with notable clusters in Texas, California, and Florida.

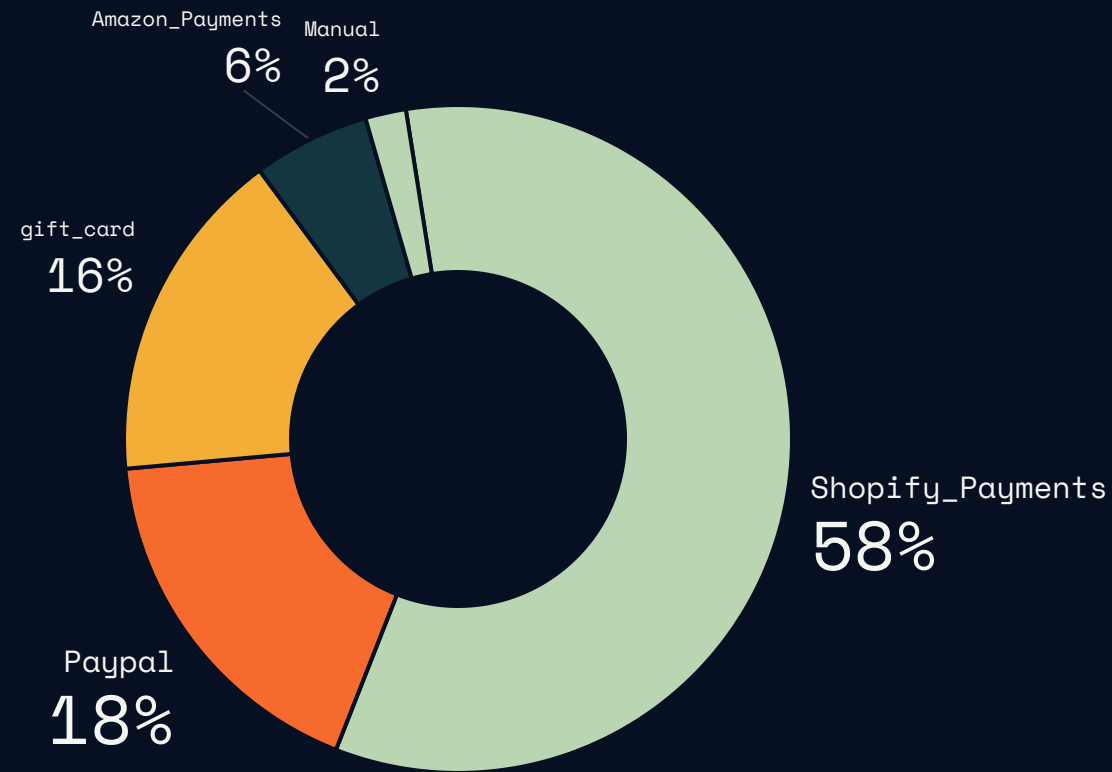
Sales Trend



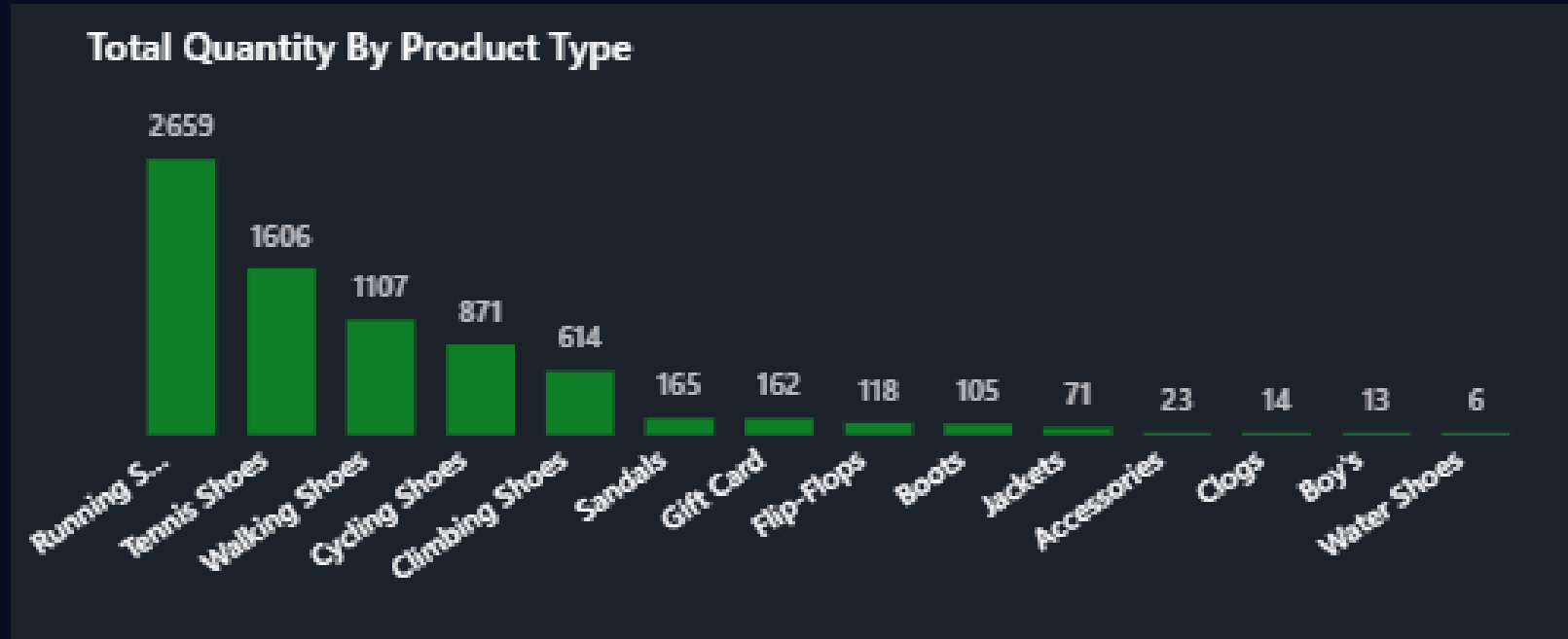
A fluctuating trend is observed from day 18 to 24, with a peak in day 23 and a steady increase towards day 24.

There is a noticeable increase in activity starting at 8 AM, peaking around 11 AM, and gradually declining by 5 PM.

Payment Method Analysis



Product Performance



Data Depository

The dataset consists of 19 column headers and 7,432 rows of records.

Admin GraphQL API Id

Unique identifier for accessing order data through Shopify's Admin GraphQL API

Order Number

Sequential number assigned to each order for tracking purposes.

Billing Address Country

Social Media Campaign: hiring announcement

Billing Address First Name

First name of the customer associated with the billing address.

Billing Address Last Name

Last name of the customer associated with the billing address.

Billing Address Province

Province or state of the customer's billing address.

Billing Address Zip

Postal code of the customer's billing address.

CITY

City where the customer's billing address is located.

Currency

Currency used for the transaction.

Data Depository

Data Depository

Customer Id

Unique identifier for each customer.

Invoice Date

Date when the invoice was issued.

Gateway

Payment method or gateway used for the transaction.

Product Id

Unique identifier for each product sold.

Product Type

Category or type of the product (e.g., Running Shoes).

Variant Id

Unique identifier for product variants (e.g., size or color).

Quantity

Number of units sold for each product.

Subtotal Price

Total price before taxes and additional fees.

Total Price USD

Final price converted to U.S. dollars.

Total Tax

Amount of tax applied to the order.

A close-up photograph of a person's hands. The left hand is holding a silver and black pen, and the right hand is resting on a blue notepad. The person is wearing a teal shirt and a ring on their left ring finger. The background is a dark blue gradient.

Recommendations

Focus on High-Performing Regions:

Increase marketing efforts in Texas, California, and Florida to capitalize on existing customer bases.

Promote Repeat Purchases:

Implement loyalty programs to boost the repeat rate beyond 46%.

Diversify Payment Options:

Enhance promotion of Shopify payments, which account for nearly 58% of transactions.

Product Expansion:

Consider expanding the range of high-demand products like running and tennis shoes.

A photograph of a modern interior space. On the left, a large potted plant with long, feathery green leaves stands next to a white laptop on a small round table. The laptop is open, showing its back with the Apple logo. In the center, a large window looks out onto a bright, slightly blurred cityscape. A string of small, dark beads hangs from the window frame. In the foreground, near the window, there are two bright green cushions and a white blanket or pillow.

Conclusion

The analysis reveals a robust sales performance with significant opportunities for growth in customer retention and regional expansion. Strategic focus on key areas and product types will drive future success.