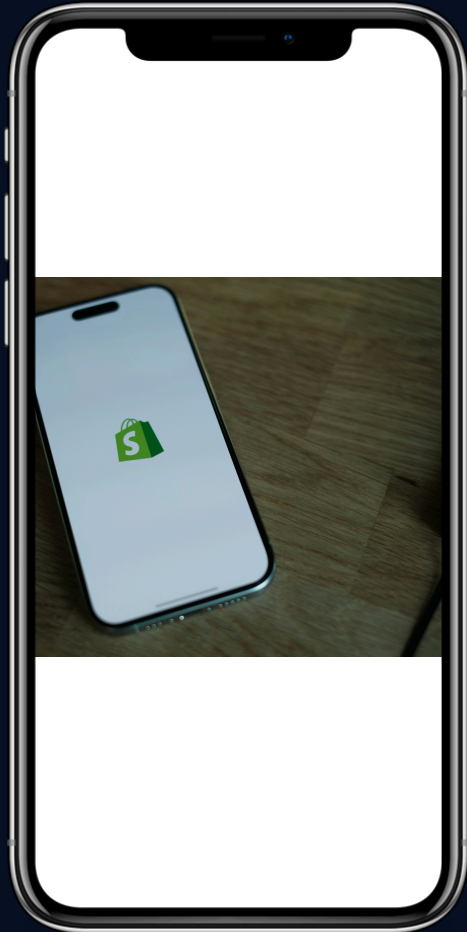


# SHOPIFY SALES REPORT

By 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

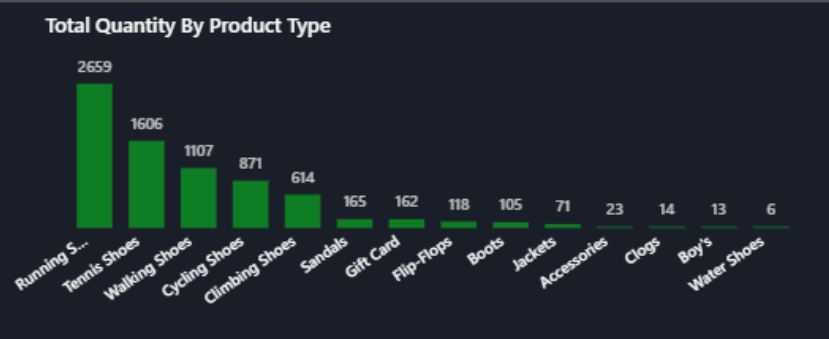
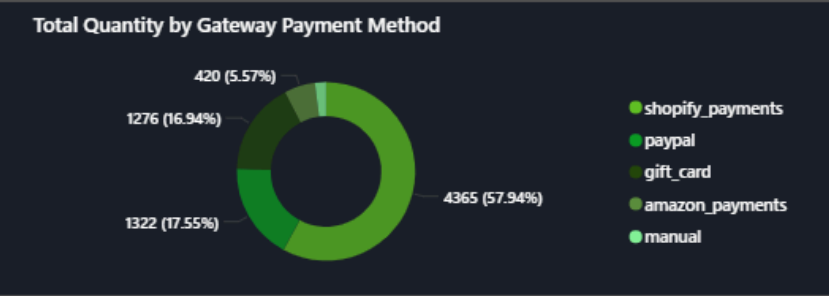
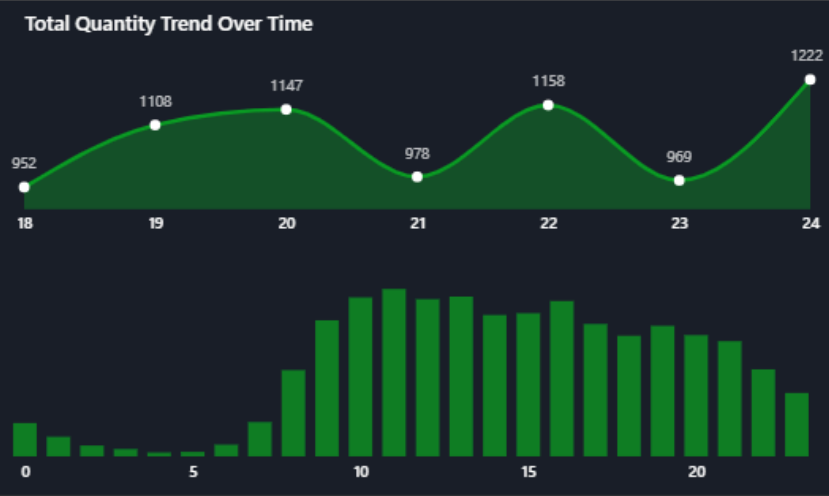
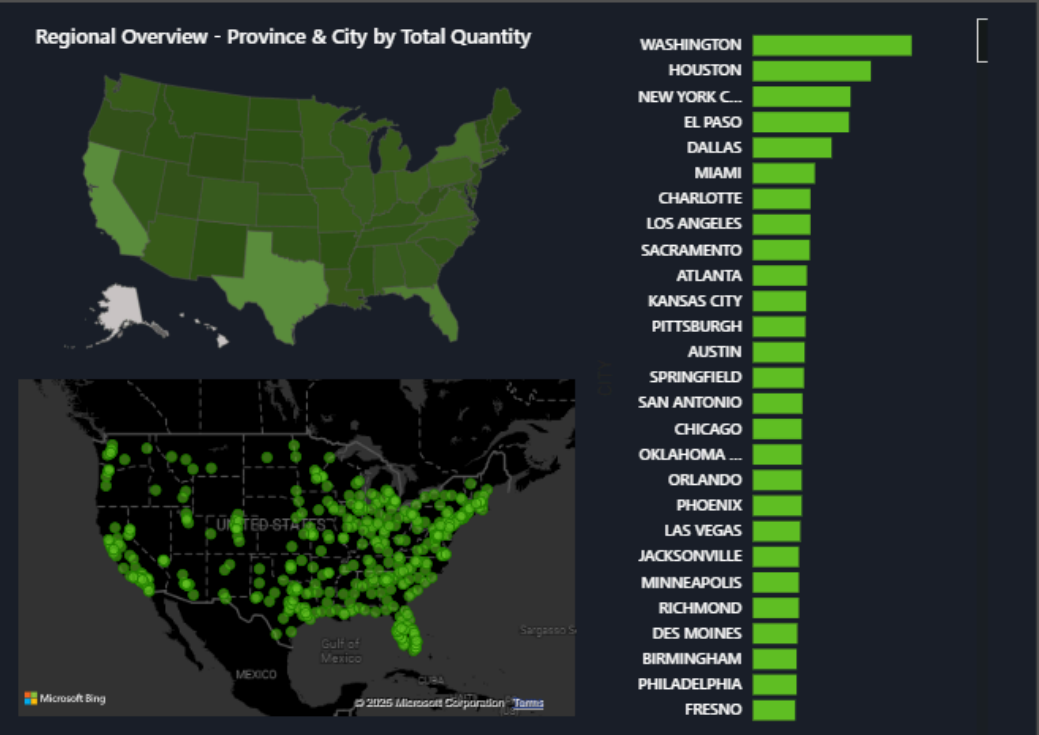
Gateway

All

Province

All

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



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

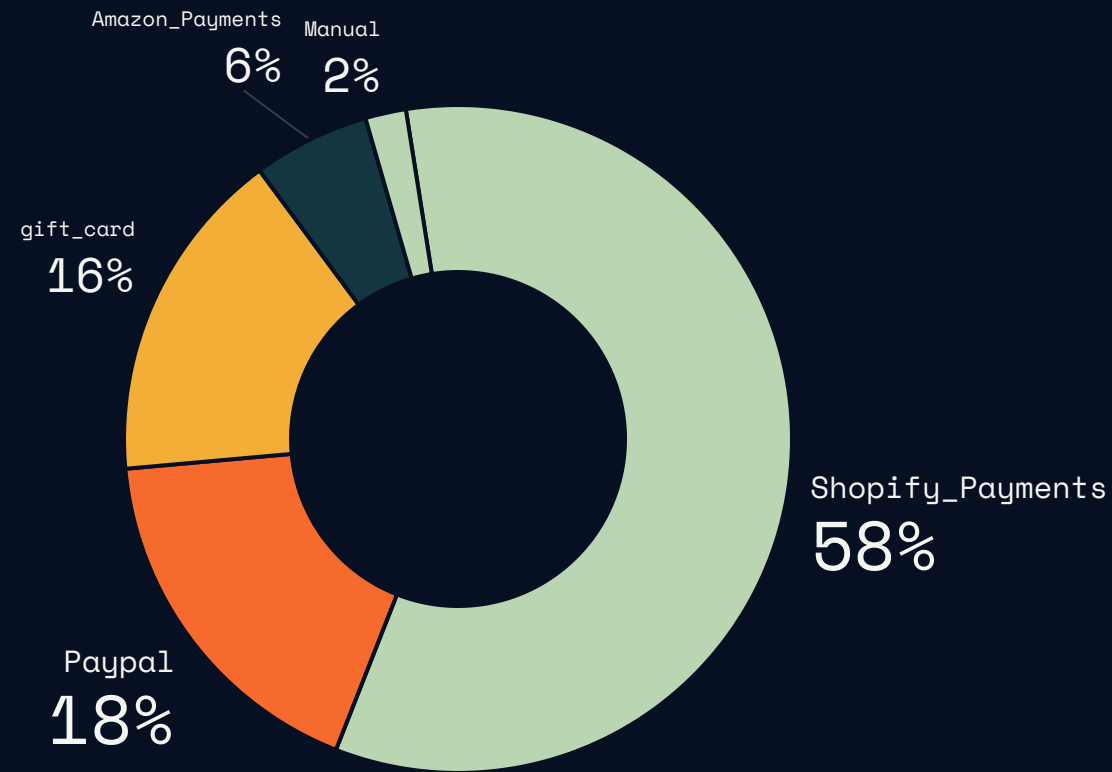


A fluctuating trend is observed from day 18 to 24, with a peak in day 23 and a steady increase towards day 24.

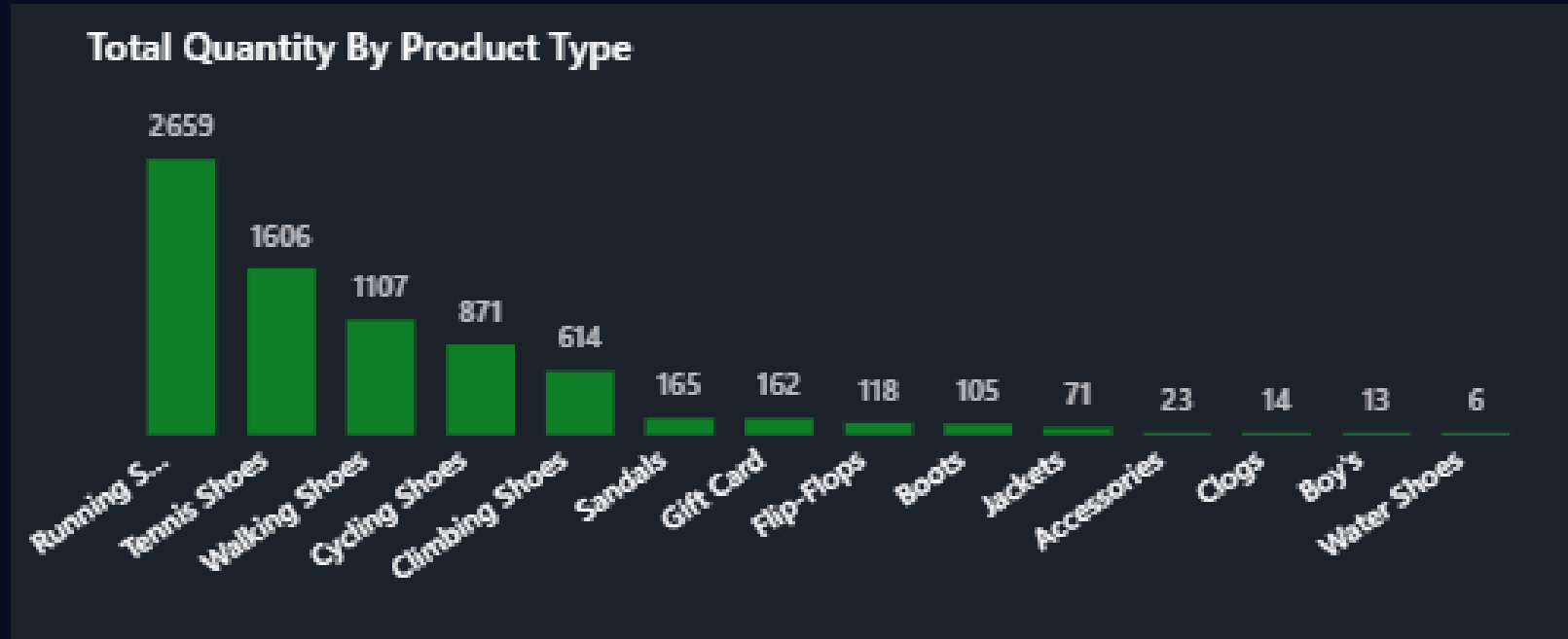
There is a noticeable increase in activity starting at 8 AM, peaking around 11 AM, and gradually declining by 5 PM.



# Payment Method Analysis



# Product Performance



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.



# 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.