Shopify Performance Dashboard

A comprehensive analysis of sales performance, customer behaviour, and growth opportunities across our e-commerce platform. This report examines key metrics from $4.18M in net sales across 7,534 units sold to 4,431 unique customers.

High-Level KPIs: Strong Foundation with Growth Potential

Revenue Metrics

Net Sales: $4.18M in total revenue demonstrates solid market performance.

**Total Quantity Sold:** 7,534 units moved, reflecting an average selling price of approximately $555 per unit.

Average Order Value: $562.63 indicates healthy transaction sizes and effective upselling.

Customer Metrics

Total Customers: 4,431 unique customers served during this period.
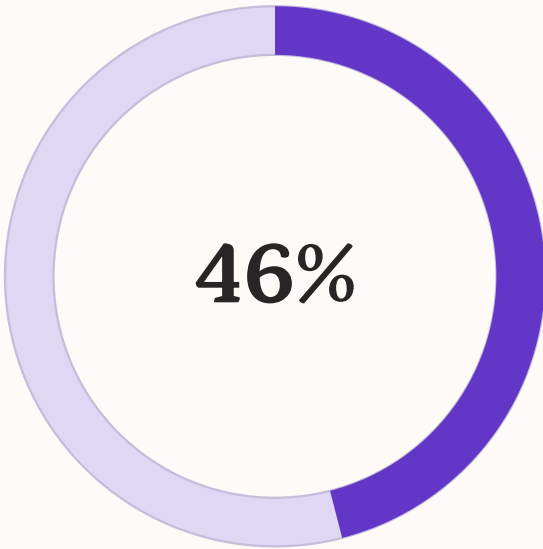
Customer Lifetime Value: $943.55 per customer—nearly $1,000 in lifetime revenue potential.

Order Frequency: 1.68 orders per customer shows repeat engagement with room for improvement.

54%
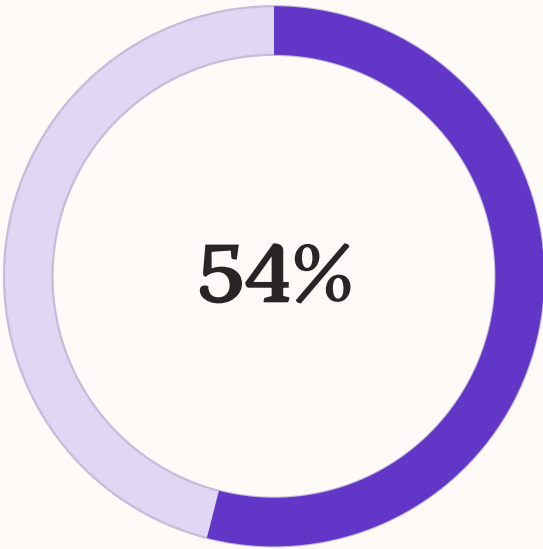
Single-Order Customers

2,392 customers made one purchase—opportunity for retention campaigns

46%

Repeat Customers

2,039 customers returned—strong loyalty foundation to build upon

Sales by Hours: Timing is Everything

Customer shopping patterns reveal distinct peak hours that should inform marketing and operational strategies. Understanding these temporal trends enables targeted campaign timing and resource allocation.

1 — **Early Morning (0–5 AM)**

Minimal sales activity—lowest engagement period

2 — **Morning Ramp-Up (6–10 AM)**

Sales begin to increase as customers start their day

3 — **Peak Hours (10 AM–6 PM)**

Maximum sales activity with highest volume at 3 PM ($49K)

4 — **Evening Decline (6 PM–Midnight)**

Gradual decrease in shopping activity

🗒 **Strategic Recommendation:** Concentrate promotional campaigns, flash sales, and customer service resources during late morning and afternoon hours (10 AM–6 PM) to capture maximum engagement. Consider automated email campaigns timed for morning delivery to drive afternoon purchases.

Geographic Insights: Where Our Customers Are

Top Provinces by Sales

Revenue concentration reveals clear geographic patterns, with two states leading significantly:

- **California:** $0.49M (largest market)
- **Texas:** $0.47M (close second)
- **Florida:** $0.36M (strong third)
- **New York:** $0.24M

These top four states together account for approximately 36% of total revenue. The next tier—Ohio, Virginia, and Pennsylvania—each contribute $0.14M–$0.15M, demonstrating solid regional diversity.

Top Cities by Sales

Urban centres drive the majority of revenue, with clear metropolitan concentration:

1. **Washington:** $0.12M (top city)
2. **Houston:** $0.09M
3. **New York City:** $0.07M
4. **El Paso:** $0.06M
5. **Dallas:** $0.05M
6. **Miami:** $0.05M

This urban concentration suggests opportunities for targeted local marketing and same-day delivery services in these key metropolitan areas.

Payment Methods & Product Performance

Sales by Gateway: Payment Preferences

■ Shopify Payments ■ Amazon Payments ■ PayPal ■ Gift Cards ■ Manual
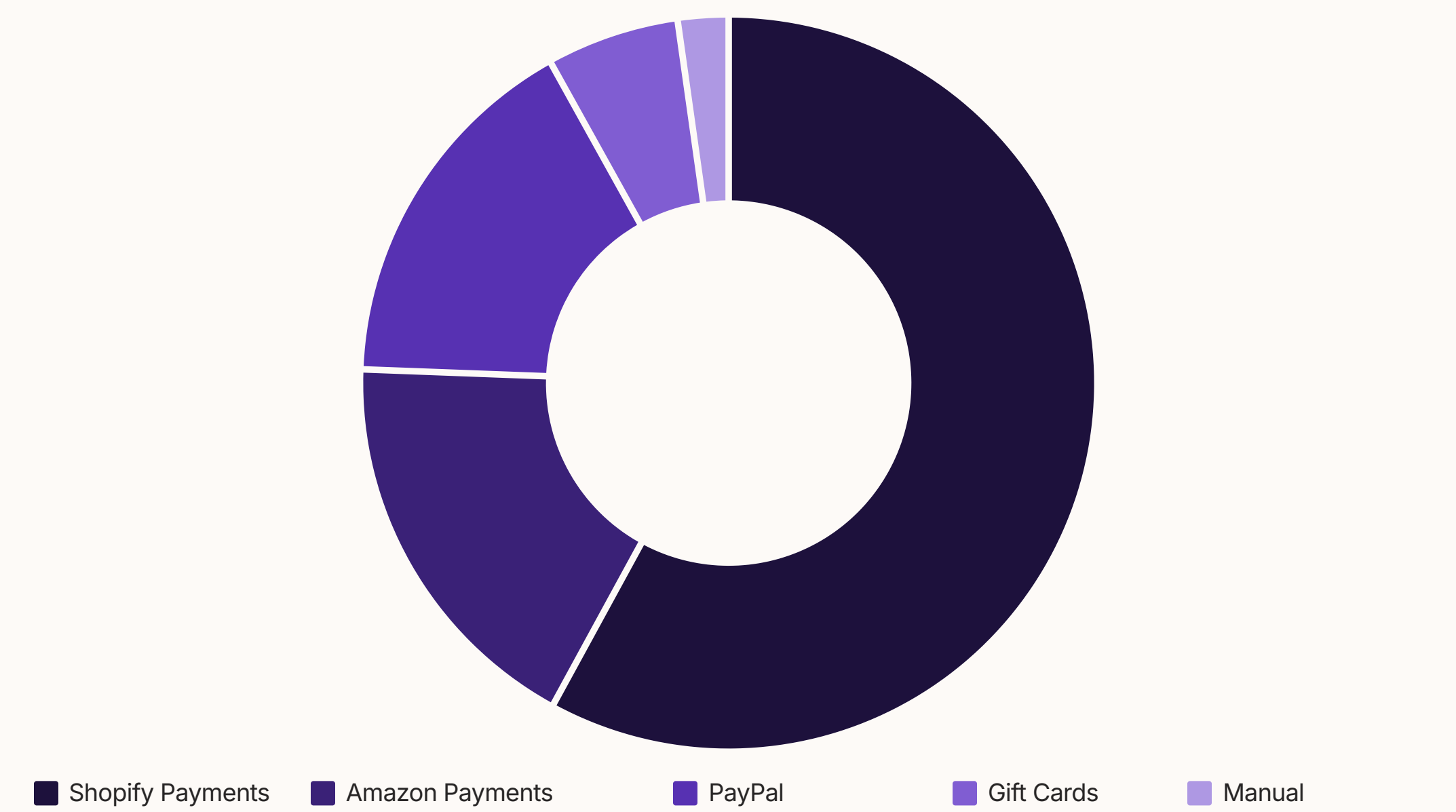
Shopify Payments dominates with nearly 60% of transactions, indicating strong customer trust in the platform. However, maintaining diverse payment options (Amazon, PayPal) is crucial for customer flexibility and risk mitigation.

Net Sales by Product Type: Category Breakdown

Running Shoes
$1.47M

Clear category leader at 35%+ of total sales

Tennis Shoes
$883.59K

Strong secondary category with solid demand

Walking Shoes
$625.60K

Consistent performer appealing to broader audience

Cycling Shoes
$481.20K

Strong niche market with dedicated customer base

Climbing Shoes
$339.91K

Specialized category with growth potential

Athletic footwear dominates product mix, with running shoes alone accounting for over one-third of revenue. Lower-performing categories like sandals, boots, flip-flops, and jackets (each under $100K) represent untapped diversification opportunities.

Made with GAMMA

Strategic Insights & Action Plan

Strengthen Customer Loyalty

With 46% repeat rate and CLV approaching $1,000, implement tiered loyalty programmes and personalized promotions to increase order frequency beyond current 1.68 average. Focus on converting single-purchase customers through post-purchase engagement campaigns.

Convert One-Time Buyers

Address the 54% single-order customer rate with targeted retention strategies: abandoned cart recovery, second-purchase discount codes, and personalised product recommendations based on initial purchase behaviour.

Geographic Targeting

Prioritise California and Texas for advertising spend and inventory allocation, while exploring expansion opportunities in high-performing cities like Washington, Houston, and New York City. Consider localized marketing campaigns and regional partnerships.

Optimize Campaign Timing

Concentrate marketing efforts, flash sales, and promotional campaigns between 10 AM–6 PM when customer engagement peaks. Schedule automated emails for morning delivery to drive afternoon conversions during the 3 PM peak window.

Product Portfolio Diversification

While running shoes drive 35% of revenue, explore opportunities to boost underperforming categories (jackets, boots, sandals). Consider seasonal promotions, bundle deals, and cross-selling strategies to balance product mix and reduce concentration risk.

Payment Flexibility

Maintain diverse payment gateway options despite Shopify's 58% dominance. Monitor emerging payment methods and consider adding buy-now-pay-later options to reduce cart abandonment and increase average order values.