



# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction  
Performance

\$4,180,874

Net Sales

7534

Total Quantity

\$562.6

Net Avg Order Value

Customer  
Purchase  
Behaviour

4431

Total Customers

2392

Single Order Customers

2039

Repeat Customers

Retention &  
Value KPIs

\$943.6

Life Time Value

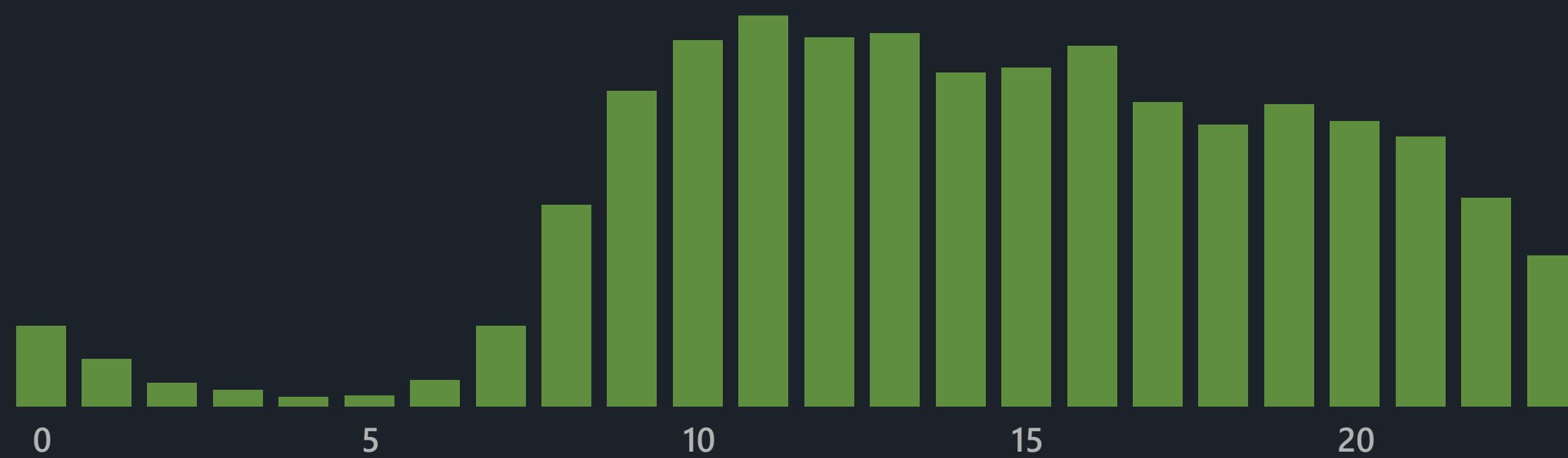
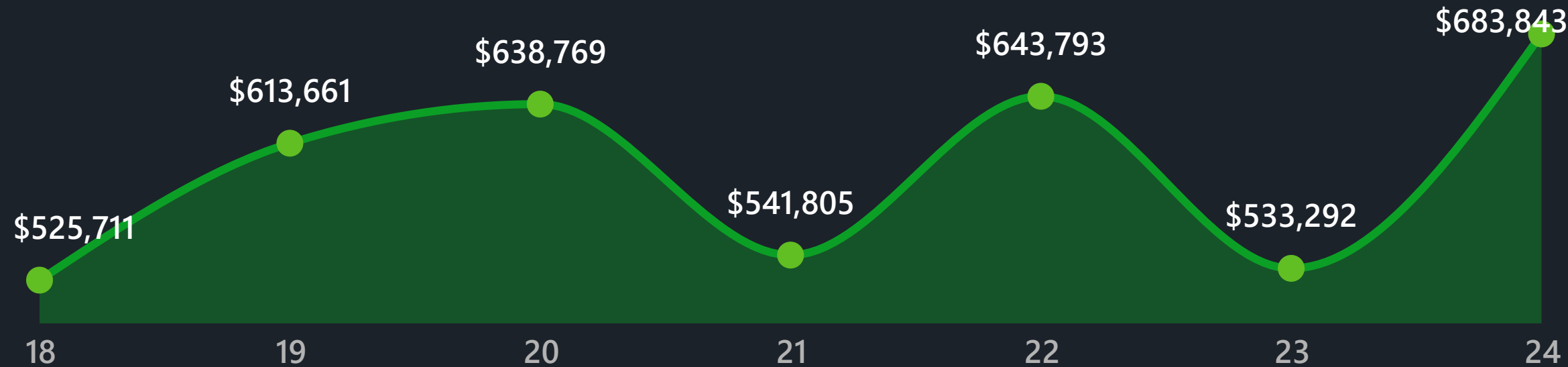
46%

Repeat Rate

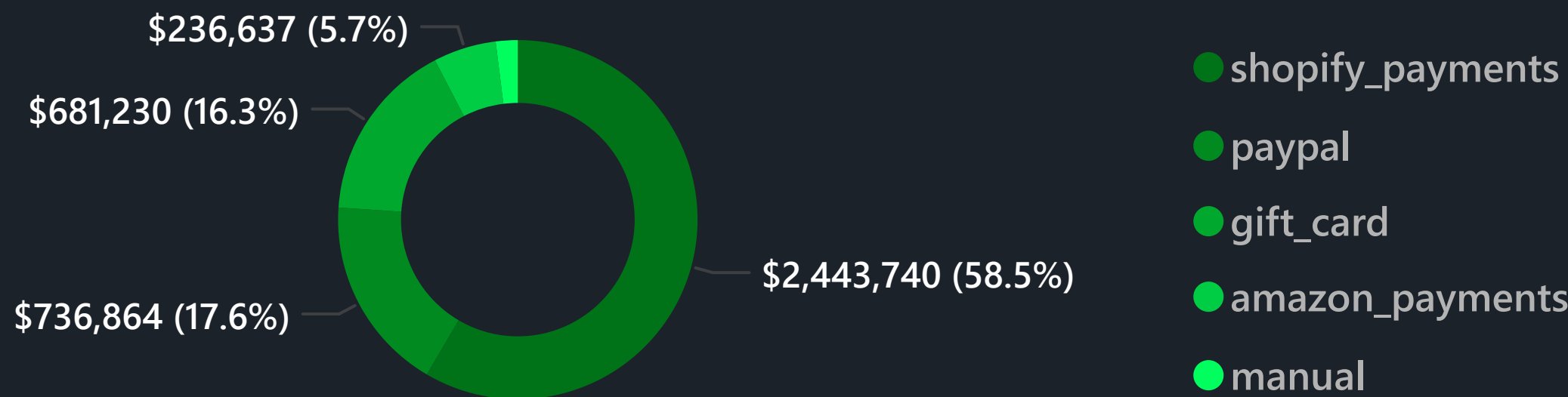
1.68

Purchase Frequency

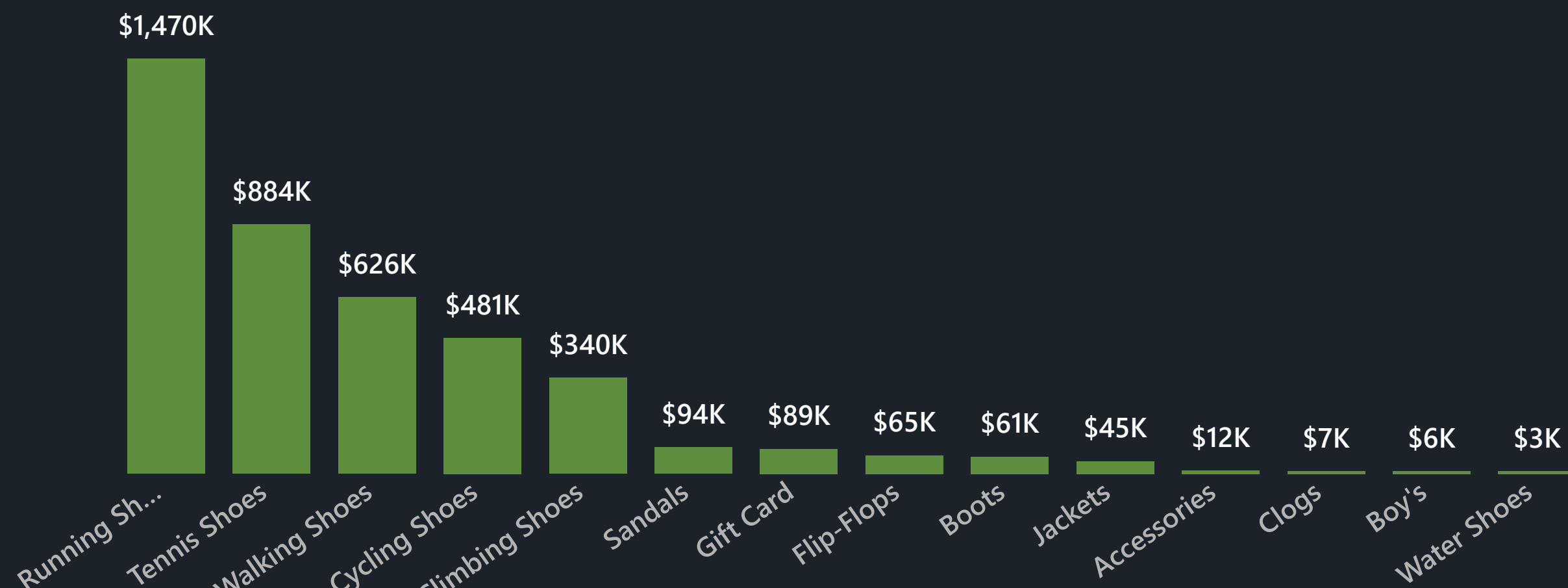
Net Sales Trend Over Time



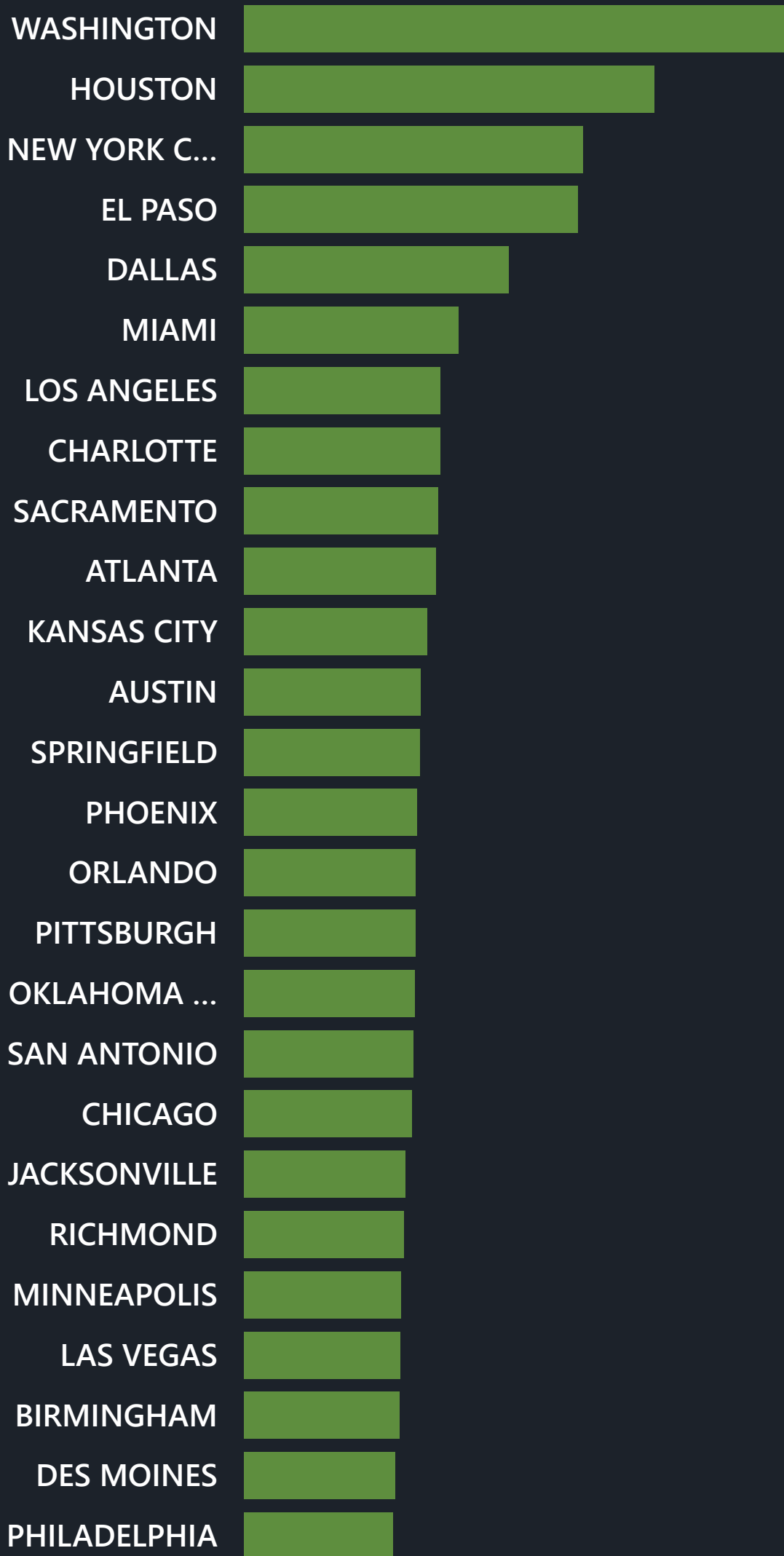
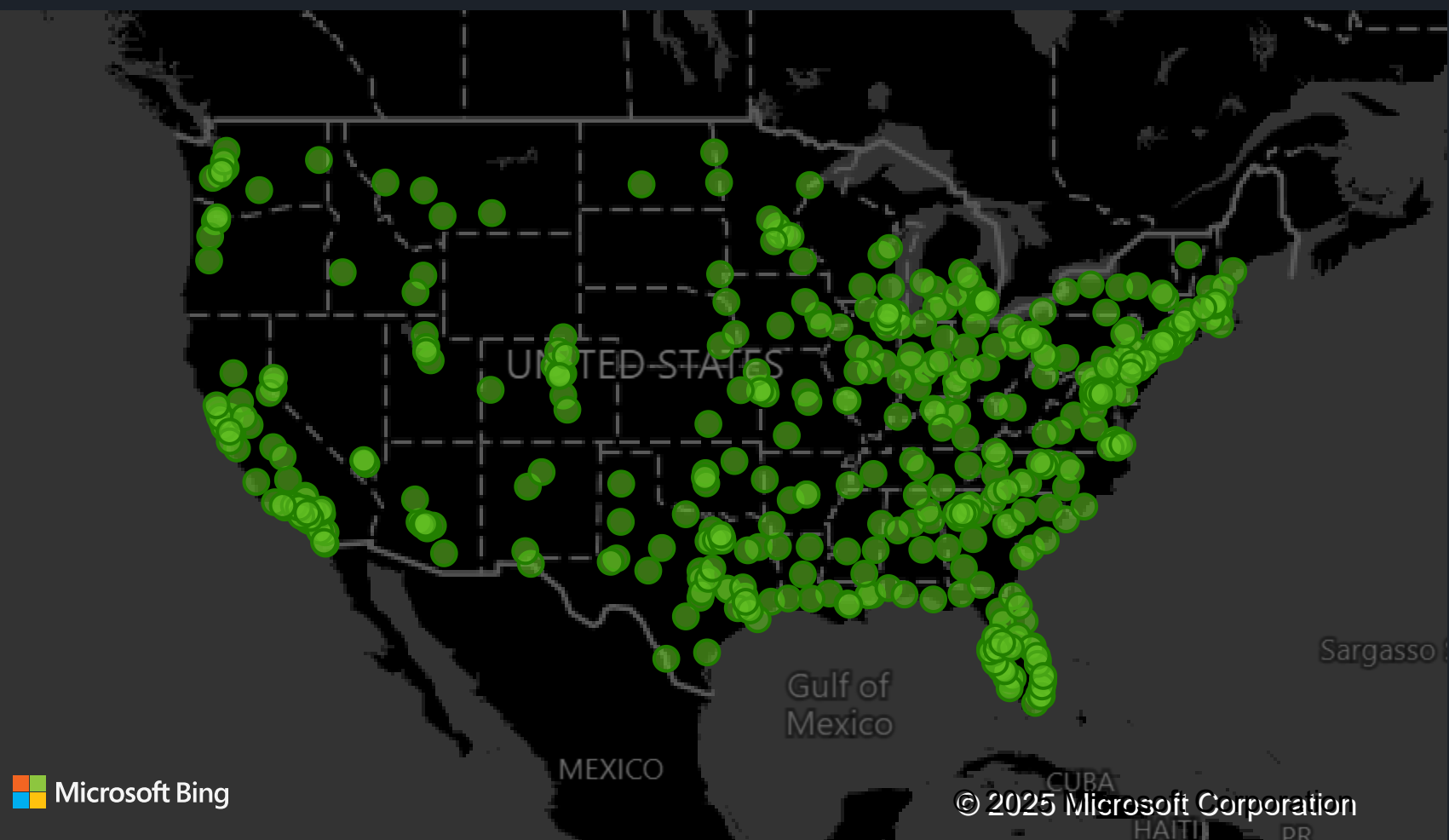
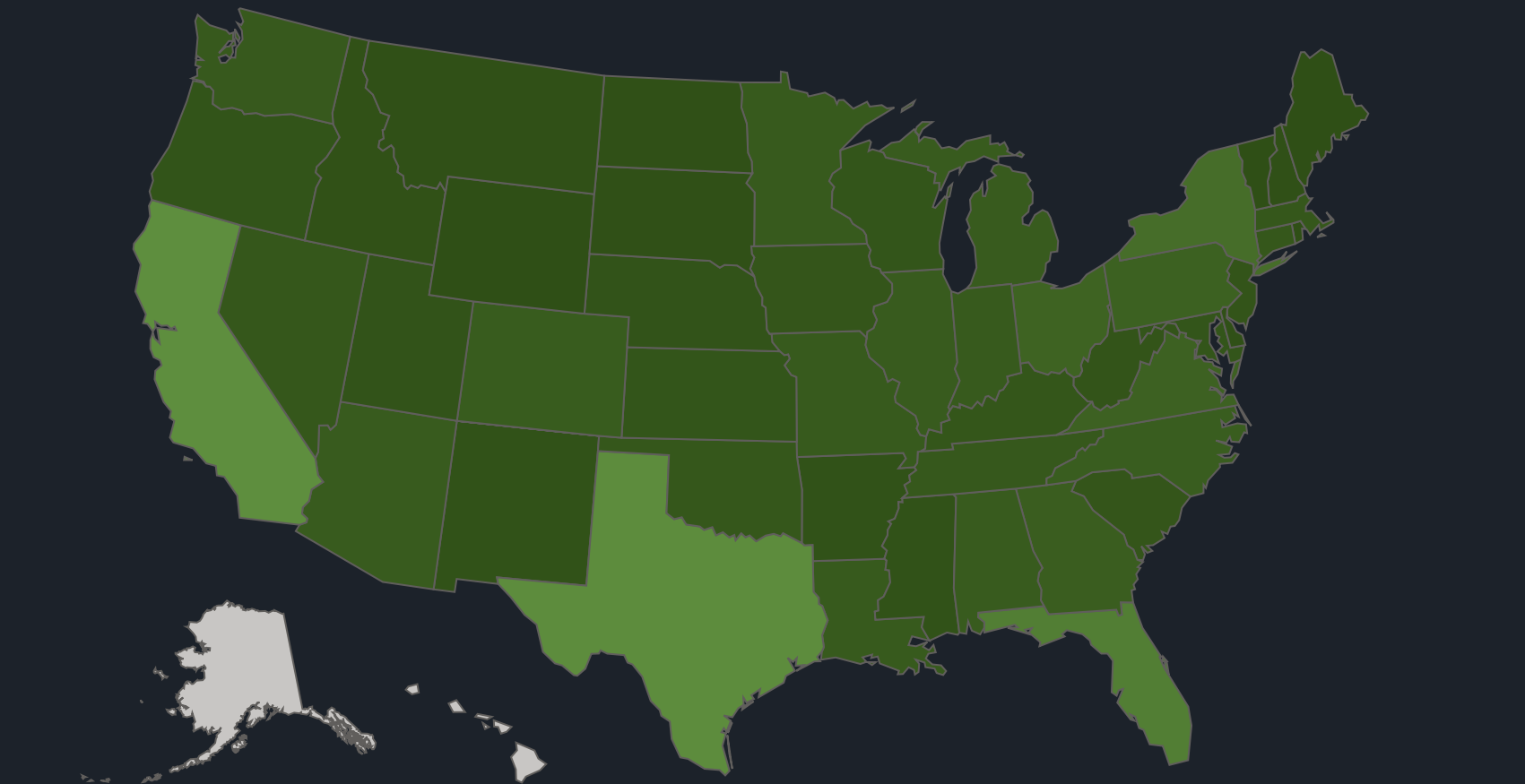
Net Sales by Gateway Payment Method



Net Sales by Product Type



Regional Overview - Province & Cities by Net Sales





Shopify Analysis

Details Tab

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Order Number	Customer Name	Customer Id	Province	City	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price USD
0	Roselia Pidgen	4334	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	\$51	\$556
1	Gideon Viney	5986	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	\$58	\$638
2	Henka Giorgini	1163	California	ORANGE	57153	Tennis Shoes	paypal	\$518	\$52	\$569
3	Candy Bilbey	5190	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	\$53	\$585
4	Freida Argent	4743	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	\$50	\$547
5	Haley Leyfield	5780	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	\$52	\$569
6	Lisette Scarborough	5663	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	\$58	\$638
7	Gustaf Esterbrook	3393	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	\$58	\$638
8	Marcella Rengger	5744	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	\$78	\$854
9	Zollie Egan	2452	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	\$53	\$580
10	Ailyn Broadberrie	487	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	\$65	\$716
11	Catharina Mathieu	5904	California	GLENDALE	53968	Running Shoes	paypal	\$497	\$50	\$547
12	Arliene Pescott	6183	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	\$58	\$636
13	Jennie Petters	1833	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	\$49	\$543
14	Tiffani Hatrey	5669	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	\$53	\$580
15	Ddene Thake	4422	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	\$52	\$569
16	Thoma Kewley	2085	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	\$53	\$580
17	Jaimie Toffetto	1366	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	\$64	\$699
18	Edik McMurdo	6055	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	\$52	\$569
19	Erskine Itzakson	2033	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	\$73	\$804
20	Dannie Delea	3812	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	\$52	\$569
21	Cacilia Mathew	6113	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	\$51	\$556
22	Dene Wylder	81	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	\$49	\$543
23	Tyrone Ogborne	4534	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	\$52	\$569
24	Kari Ceschini	1888	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	\$56	\$611
25	Dorey McKeighan	4633	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	\$50	\$547
26	Dorene Malthouse	2006	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	\$62	\$677
27	Vergil Docwra	4122	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	\$56	\$611
28	Georgeanne Abramamovh	5865	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	\$58	\$638
29	Halli Lovel	4469	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	\$51	\$558
30	Laureen Sawtell	4726	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	\$53	\$580
31	Brent Croxon	753	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	\$50	\$547
32	Daniel D...	6864	California	CHUBBUCKPORT	84718	Tennis Shoes	shopify_payments	\$565	\$57	\$622
Total								\$4,180,874	\$418,087	\$4,598,961