



SHOPIFY SHOP FUNNEL ANALYSIS

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EXECUTIVE SUMMARY



01 Sales Overview

- **Total Sales:** \$4.18M
- **Total Quantity Sold:** 7,534 items
- **Net Average Order Value:** \$562.6

Insight:

The AOV (Average Order Value) is relatively high at **\$562.6**, suggesting either premium products or strong bundling strategies. However, with 7,534 total items sold, it's crucial to ensure this value is sustainable across different customer segments.

02 Customer Purchase Behavior

- **Total Unique Customers:** 4,431
- **Single Order Customers:** 2,392
- **Repeat Customers:** 2,039

Insight:

A near 50-50 split between single and repeat customers. With a **Customer Repeat Rate of 46%**, the business has a strong foundation for customer retention. This rate is above average in most ecommerce benchmarks.



EXECUTIVE SUMMARY



03 Customer Value & Retention

- **Lifetime User Value:** \$943.60
- **Customer Repeat Rate:** 46%
- **Purchase Frequency:** 1.68

Insight:

The LTV of **\$943.60** is quite impressive, indicating customers who return, spend substantially. A **purchase frequency of 1.68** shows room to grow with loyalty programs or retargeting to increase order cadence.

REGIONAL ANALYSIS

Top Cities by Sales:

- Washington (Leading significantly)
- Houston
- New York
- El Paso
- Dallas

Insight:

Sales are concentrated in **urban hubs**, particularly Washington. Targeted regional campaigns in underperforming but populous cities (e.g., Chicago, Jacksonville) may unlock further growth.

Map & Bar Chart Suggestion:

Dense activity in eastern U.S. and Texas (important to consider regional fulfillment centers or geo-specific marketing strategies).



SALES TRENDS OVER TIME



Sales Peaks:

Occur cyclically, every 2-3 days, indicating potential promotional activity or behavioral purchasing patterns.

Hourly Activity:

Peaks mid-day to early evening (hours 10–20), suggesting ideal campaign timing for better Conversion rates, eCPAs and cost per click.

Insight:

These peaks can guide **ad placement times**, **email campaigns**, and **customer service staffing**.



PAYMENT GATEWAY INSIGHTS

Shopify Payments: 58.45% of total sales (\$2.44M)

Others: PayPal (16.29%), Amazon Payments (17.62%)

Insight:

The dominance of **Shopify Payments** suggests a streamlined checkout process. However, **manual payments** and lower adoption of alternative gateways might indicate untapped preferences (offering more payment options may convert hesitant buyers).





PRODUCT TYPE PERFORMANCE



Top Products by Sales:

- Running Shoes (\$1.5M)
- Trainers (\$0.9M)
- Walking Shoes (\$0.5M)



Insight

Running and trainers dominate. Lower-performing segments like **Backpacks, Goggles, Gloves** may need:

- Repricing
- Better marketing
- Bundle offers

TRENDS AND PATTERNS AFFECTED

Consistent Repeat Purchase Behavior

Nearly half of all customers come back — strong loyalty base.

Sales Cycle Patterns

Every 2–3 days, a sales spike, likely aligned with campaigns or email schedules.

Geographic Skew

Urban regions outperform significantly. Maybe it would be better to optimize regional marketing or shipping.

High LTV and AOV

Customers spend big and show brand affinity.



RECOMMENDATIONS FOR STAKEHOLDERS

Marketing & Customer Engagement

- **Retarget Single-Order Customers:** Implement email automation and cart abandonment campaigns.
- **Referral Programs:** Leverage repeat buyers to invite new ones.
- **Personalized Campaigns:** Based on city and product preference clusters.

Operations & Fulfillment

- **Regional Warehousing:** Consider distribution centers near high-sales regions (e.g., Washington, Houston).
- **Optimize Delivery Windows:** Based on sales time trends (10–20 hours).

Product Strategy

- **Push Low-Performing Items:** Create bundles (e.g., shoes + accessories).
- **Expand Bestsellers:** Introduce variants of Running and Training shoes (e.g., seasonal, limited edition).

Strategic Growth

- **Focus on LTV Increase:** Loyalty programs, VIP tiers, or exclusive discounts.
- **Analyze Customer Segments:** Drill down into high-LTV customers to replicate traits across campaigns.



SUMMARY OF INSIGHTS:

Metric	Value	Note
Sales	\$4.18M	Strong overall revenue
AOV	\$562.6	High-value transactions
Repeat Rate	46%	Solid customer retention
LTV	\$943.6	High customer value
Top City	Washington	Leading regional sales
Top Product	Running Shoes	Best-selling category
Peak Hours	10 AM – 8 PM	Optimal for campaigns



THANK YOU

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