

## SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

| Transaction<br>Performance        | \$4M<br>Net Sales              | <b>8K</b> Total Quantity   | \$562.6 Net Avg_Order VALUE |
|-----------------------------------|--------------------------------|----------------------------|-----------------------------|
| Customer<br>Purchase<br>Behaviour | 4431 Total Customer            | 2392 Single_Order_Customer | 2039<br>Repeat_Customer     |
| Retention Value \$<br>Kpi         | <b>\$943.6</b> Life Time value | <b>46%</b> Repeat rate     | 1.68 Purchase Frequency     |

## Regional Overview - Province & Cities by Net Sales WASHINGTON HOUSTON NEW YORK CITY EL PASO BALLAS

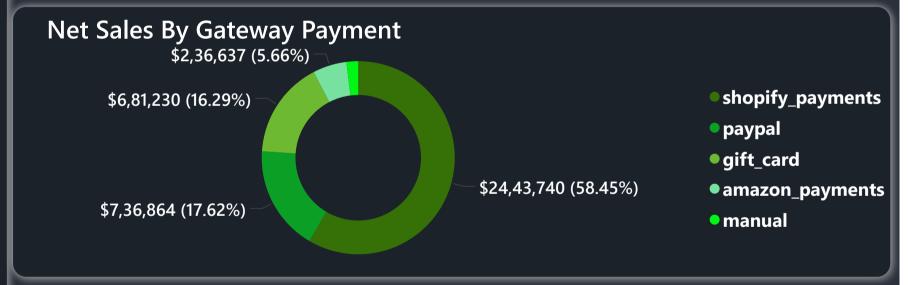
**Net SalesTrend Over Time** 

\$6,13,661

\$5,25,711

## DALLAS MIAMI LOS ANGELES CHARLOTTE SACRAMENTO ATLANTA **KANSAS CITY AUSTIN** SPRINGFIELD PHOENIX ORLANDO PITTSBURGH OKLAHOMA C... SAN ANTONIO CHICAGO **JACKSONVILLE** RICHMOND MINNEAPOLIS LAS VEGAS **BIRMINGHAM DES MOINES** PHILADELPHIA FRESNO SAN DIEGO DETROIT SAN JOSE DENVER SEATTLE ALBANY SAINT LOUIS SAN FRANCIS... SALT LAKE CITY

COLUMBUS INDIANAPOLIS

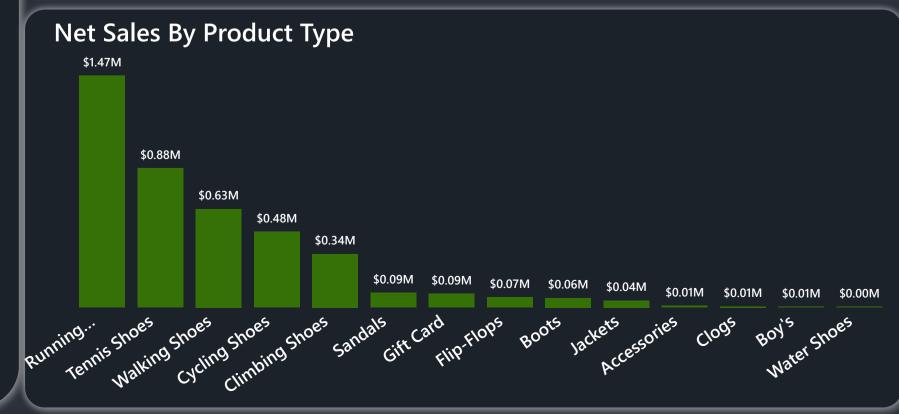


\$5,41,805

\$6,83,843

\$5,33,292

\$6,43,793



## Select measures

Net Sales

Gateway

All \

Province

All