SHOPIFY SALES ANALYSIS REPORT

Project Overview

This analysis evaluates transaction performance, customer behavior, and product trends from Shopify sales data to support data-driven decisions across marketing, sales, and operations.

Transaction Performance

Net Sales: $4,180,874

Total Quantity Sold: 7,534 units

Net Avg Order Value: $562.60

Customer Purchase Behavior

Total Customers: 4,431 (100%)

Single Order Customers: 2,392 (54%)

Repeat Customers: 2,039 (46%)

Purchase Frequency: 1.68 orders

Customer Lifetime Value: $943.60

Sales & Customer Trends

Peak Sales Hour: Hour 24 (midnight)

 - Customers: 1,098

 - Quantity Sold: 1,222

Top Sales Day: Day 24

 - Net Sales: $683,843

Regional Performance (Top Cities by Sales & Customers)

1. Washington

2. Houston

3. New York

4. El Paso

5. Dallas

Payment Method Insights

Amazon Payments: 3,117 customers (51.96%) | $2,443,740 (58.45%)

Gift Card: 1,178 customers (19.64%) | $736,864 (17.62%)

PayPal: 1,157 customers (19.29%) | $681,230 (16.29%)

Shopify Payments: 398 customers (6.63%) | $236,637 (5.66%)

Insight: Amazon Payments dominate both customer use and revenue contribution.

Product Type Performance

Running Shoes: ~$1.5M | 2,700 units | 429 repeat customers

Tennis Shoes: ~$0.9M | 1,600 units | 175 repeat customers

Walking Shoes: ~$0.6M | 1,100 units | 74 repeat customers

Others (combined): < $1.2M | < 2,134 units | < 150 repeat customers

Insight: Running shoes are the top-performing category in every metric.

Strategic Recommendations

- Focus on Repeat Customers: With a 46% repeat rate and high LTV, invest in loyalty and email marketing strategies.

- Time Campaigns Smartly: Schedule ads and promotions around midnight and Day 24 peaks for higher impact.

- Optimize for Amazon Payments: Prioritize ease of checkout and promotions with Amazon Pay.

- Stock & Promote Top Products: Focus inventory and campaigns on high-converting categories like Running and Tennis Shoes.