



Shopify Sales & Customer Funnel Analysis



Project Overview

This presentation will provide an overview of our sales and customer performance. We will analyze key metrics, identify trends, and provide recommendations to improve sales and customer engagement.

SOURCE : Kaggle

TOOLS USED : Microsoft Excel, Power BI

kaggle



Project Steps

1

Data Integration & Dashboard Creation

Consolidating sales and customer data into a single, comprehensive dashboard.

2

Funnel Analysis

Examining the customer journey from a visitor to a repeat customer to identify drop-off points.

3

Geographic & Product Analysis

Breaking down sales data by region and product type to find top performers and areas for growth.

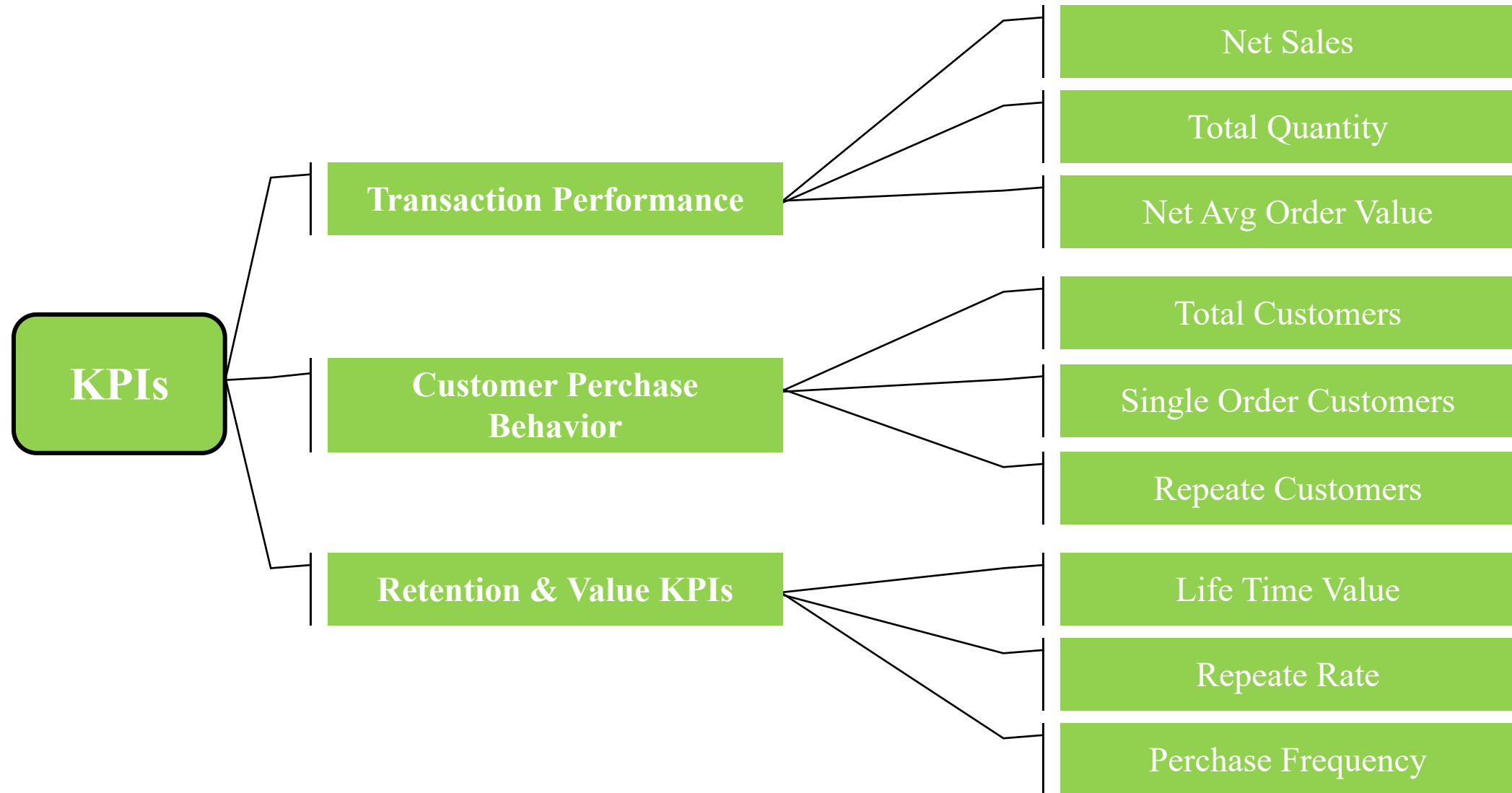
4

Insights & Recommendations

Formulating actionable strategies to optimize the funnel and increase revenue.

Project Steps

Key Performance Indicators (KPIs)



Key Performance Indicators (KPIs)

- **Net Sales:** The total revenue generated from all product and service sales after accounting for returns, allowances, and discounts. It is the final amount of money a company earns from its sales.
- **Total Quantity Sold:** The cumulative number of individual items or units that have been sold.
- **Average Order Value (AOV):** The average amount of money a customer spends per transaction. It is calculated by dividing total revenue by the number of orders.

- **Total Customers:** The total number of individual customers who have made at least one purchase from the store.
- **Single Customers:** The number of customers who have made only one purchase from the store.
- **Repeat Customers:** The number of customers who have made more than one purchase from the store.

- **Lifetime Value (LTV):** The total amount of money a customer is expected to spend on a business during their entire relationship. It's a projection of the total revenue that a customer will contribute to a business over time.
- **Repeat Rate:** The percentage of a store's customers who have made a purchase more than once. It is a key indicator of customer loyalty and satisfaction.
- **Purchase Frequency:** The average number of times a customer makes a purchase within a specific time frame.

Sales Trends & Performance

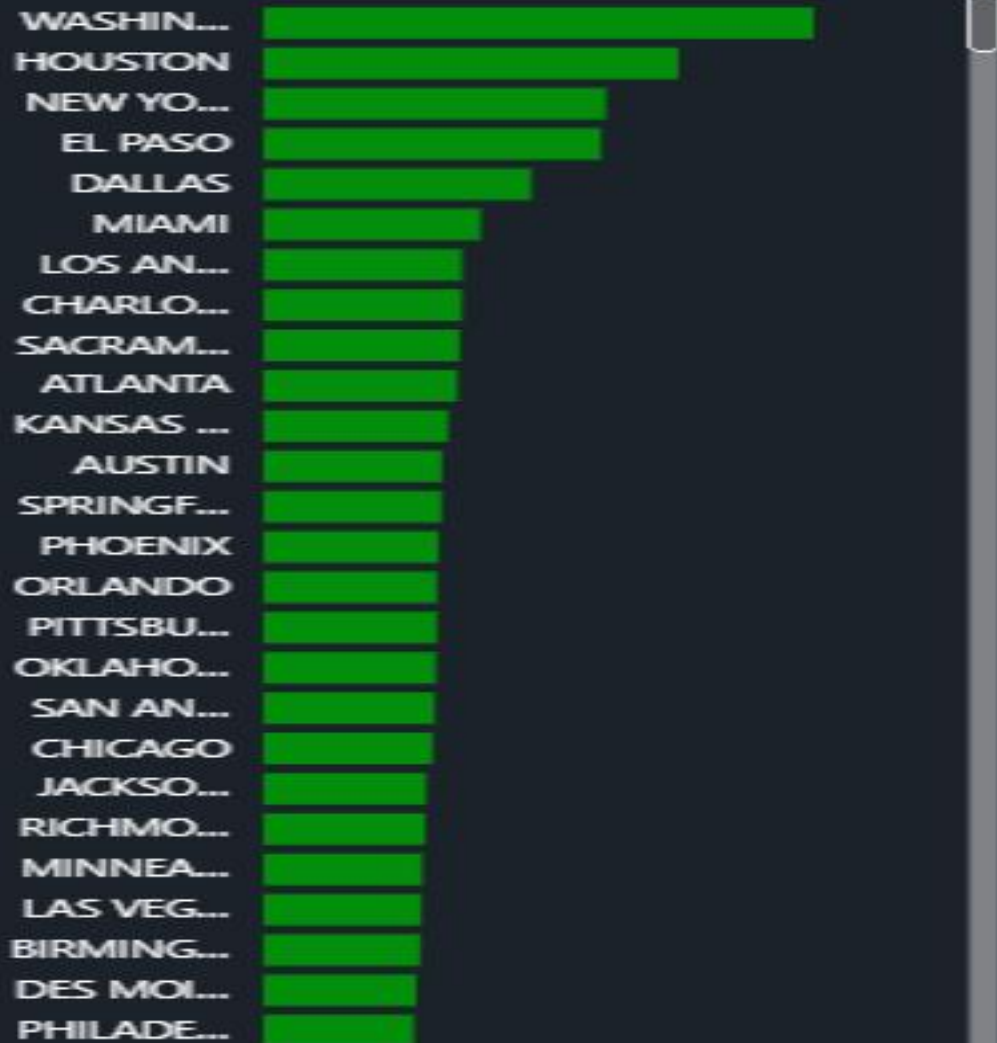
Net Sales Trend Over Time



Visual Explanations:

- The graph shows how net sales have fluctuated over time.
- We can see periods of growth and decline, with a significant drop in late 2021 before a steady recovery.
- The goal is to understand what caused these trends to either replicate success or avoid future downturns.

Sales by Customer Demographics



Visual Explanations:

- This funnel shows the conversion from a one-time purchaser to a loyal, returning customer.
- The funnel indicates that slightly less than half of our customers are repeat buyers, which is a good base to build on.

Regional Insights

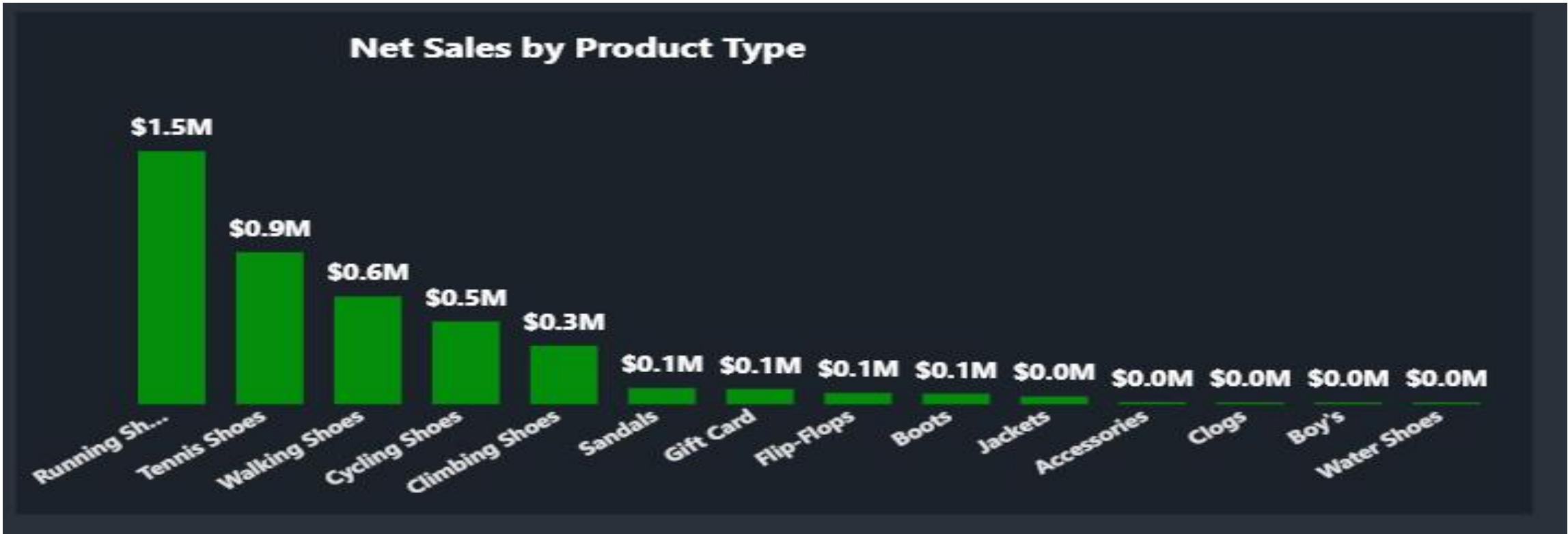
Regional Overview - Province & Cities by Net Sales



Visual Explanations:

- **Regional Overview:** Sales are concentrated in specific regions, with New York, Los Angeles, and Washington leading in net sales.

Product Insights



Visual Explanations:

- **Net Sales by Product Type:** The highest-selling product categories are Running Shoes and Hiking Shoes, followed by Watches.

Payment Method Insights

Net Sales by Gateway Payment Method



Visual Explanations:

- **Net Sales by Gateway Payment Method:** The most used payment gateways are Shopify Payments and PayPal, accounting for over 70% of transactions.



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

NAVIGATORS

Shopify Analysis

Details Tab

FILTER PANNEL

Select measure

Net Sales

Gateway

All

Province

All

Transaction
Performance

\$41,80,874

Net Sales

7534

Total Quantity

\$562.6

Net Avg Order Value

Customer
Purchase
Behavior

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



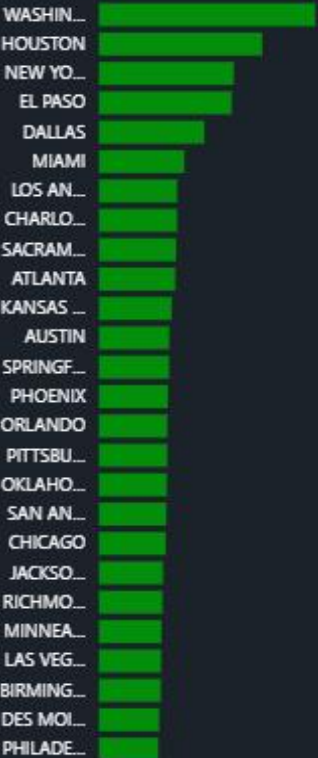
Net Sales by Gateway Payment Method



Net Sales by Product Type



Regional Overview - Province & Cities by Net Sales



Microsoft Bing

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Recommendations

Key Recommendations:

- ✓ Focus marketing and advertising efforts on high-performing cities like New York and Los Angeles to maximize return on investment.
- ✓ Run targeted promotions on top-selling products like Running Shoes and Hiking Shoes to boost sales further.
- ✓ Introduce a loyalty program or exclusive offers for single-order customers to convert them into repeat customers.
- ✓ Investigate why certain products have low sales (e.g., Bags, Jackets) to determine if pricing, marketing, or product quality needs improvement.
- ✓ While Shopify Payments and PayPal are dominant, consider exploring additional popular payment methods to capture a wider customer base.



THANK YOU

- Juweriya Begum