



NAVIGATORS

Shopify Analysis

Details Tab

FILTER PANEL

Select Measure

Net Sales

Gateway

All

Province

All

SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction Performance

\$4,180,874

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%

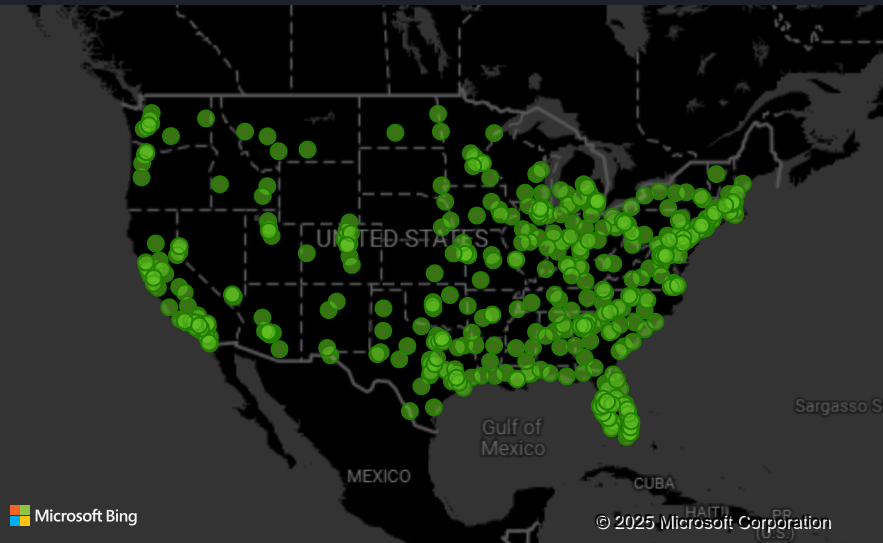
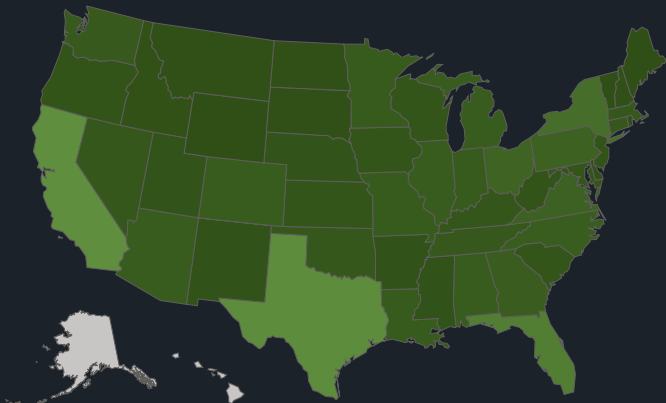
Repeat Rate

1.68

Purchase Frequency

Regional Overview - Province & Cities by Net Sales

Net Sales by Billing Address Province



WASHINGTON

HOUSTON

NEW YORK

EL PASO

DALLAS

MIAMI

LOS ANGELES

CHARLOTTE

SACRAMENTO

ATLANTA

KANSAS CITY

AUSTIN

SPRINGFIELD

PHOENIX

ORLANDO

PITTSBURGH

OKLAHOMA

SAN ANTONIO

CHICAGO

JACKSONVILLE

RICHMOND

MINNEAPOLIS

LAS VEGAS

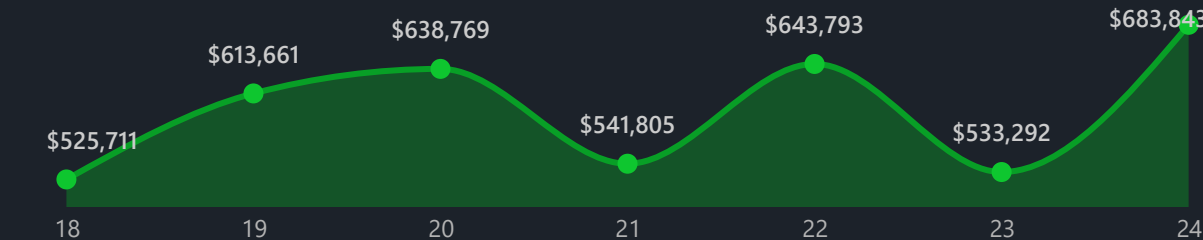
BIRMINGHAM

DES MOINES

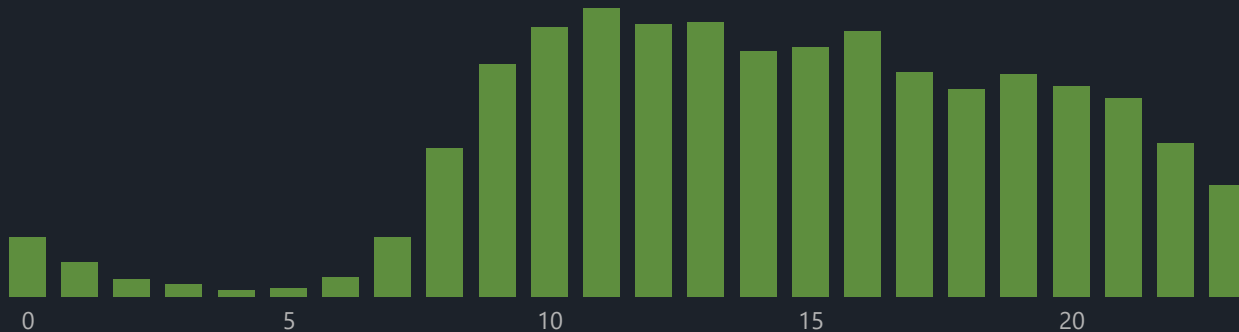
PHILADELPHIA

FRESNO

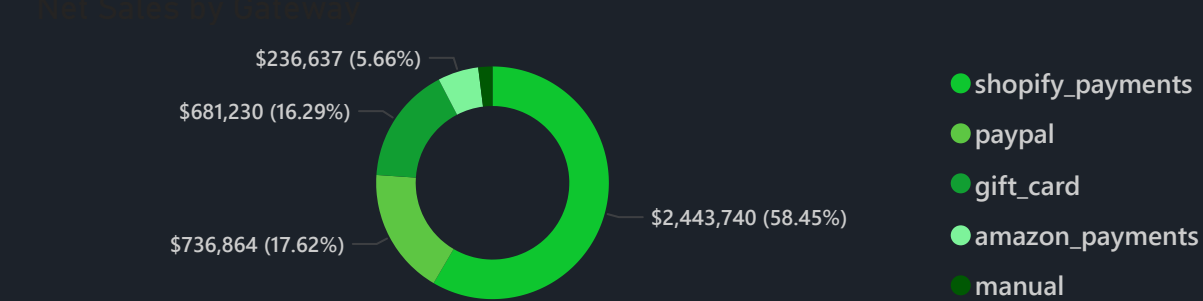
Net Sales Trend Over Time



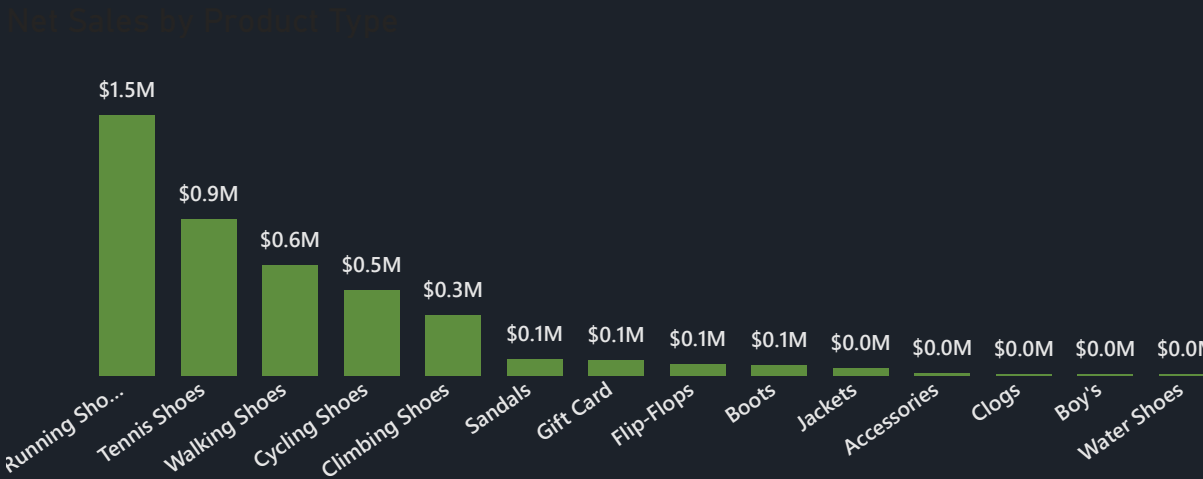
Net Sales by Hour



Net Sales by Gateway Payment Method



Net Sales by Product Type





NAVIGATORS

Shopify Analysis

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SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price Usd
910	Maure Patek	1	Texas	ABILENE	73655	Running Shoes	shopify_payments	\$497	49.71	546.84
927	Latia Birkwood	1	Texas	ABILENE	62906	Running Shoes	paypal	\$518	51.75	569.28
1038	Joan Casa	1	Texas	ABILENE	39466	Running Shoes	gift_card	\$487	48.67	535.40
3410	Orelee McGoogan	1	Texas	ABILENE	8452	Tennis Shoes	gift_card	\$537	53.71	590.84
3532	Estrella Giacobilio	1	Texas	ABILENE	12502	Tennis Shoes	shopify_payments	\$602	60.23	662.56
5468	Abey O'Kennedy	1	Texas	ABILENE	2987	Gift Card	paypal	\$514	51.41	565.54
5474	Antonella Rowthorn	1	Texas	ABILENE	85253	Running Shoes	gift_card	\$580	57.99	637.92
6412	Olav Enders	1	Texas	ABILENE	96733	Running Shoes	gift_card	\$537	53.71	590.84
2541	Durward Schutte	1	South Carolina	AIKEN	48455	Walking Shoes	shopify_payments	\$811	81.11	892.24
4826	Mercie Curston	1	South Carolina	AIKEN	8266	Climbing Shoes	amazon_payments	\$811	81.11	892.24
5207	Lesly Perutto	1	South Carolina	AIKEN	16940	Tennis Shoes	paypal	\$517	51.71	568.84
101	Perice Moppett	1	Ohio	AKRON	23773	Cycling Shoes	gift_card	\$510	50.95	560.48
354	Rivy Pietersma	1	Ohio	AKRON	2482	Walking Shoes	gift_card	\$494	49.37	543.10
438	Lyndsie Deaton	1	Ohio	AKRON	77968	Climbing Shoes	shopify_payments	\$537	53.71	590.84
765	Rowena Dollen	1	Ohio	AKRON	52481	Running Shoes	gift_card	\$596	59.59	655.52
1329	Veriee Izkovici	1	Ohio	AKRON	3653	Running Shoes	shopify_payments	\$660	65.96	725.59
2187	Vida Rene	1	Ohio	AKRON	48005	Running Shoes	shopify_payments	\$615	61.51	676.64
2189	Inge Rowbotham	1	Ohio	AKRON	37270	Cycling Shoes	shopify_payments	\$625	62.51	687.64
2199	Angele Cicetti	1	Ohio	AKRON	18695	Running Shoes	paypal	\$596	59.59	655.52
2417	Clayson Medmore	1	Ohio	AKRON	35117	Running Shoes	paypal	\$625	62.51	687.64
2583	Dilan Oles	1	Ohio	AKRON	33182	Running Shoes	shopify_payments	\$510	50.95	560.48
2610	Rose Melsom	1	Ohio	AKRON	5570	Climbing Shoes	shopify_payments	\$537	53.71	590.84
2635	Judith Wareing	1	Ohio	AKRON	14869	Running Shoes	shopify_payments	\$625	62.51	687.64
3371	Ardelis Olivera	1	Ohio	AKRON	77144	Running Shoes	paypal	\$595	59.51	654.64
3932	Kakalina Ferdinand	1	Ohio	AKRON	75483	Running Shoes	shopify_payments	\$548	54.79	602.72
3948	Timofei Schimon	1	Ohio	AKRON	42701	Gift Card	shopify_payments	\$514	51.41	565.54
4148	Emelen Methven	1	Ohio	AKRON	79208	Running Shoes	shopify_payments	\$596	59.59	655.52
4549	Madelle Dowman	1	Ohio	AKRON	4000	Flip-Flops	gift_card	\$507	50.71	557.84
5466	Morie Toth	1	Ohio	AKRON	53753	Cycling Shoes	shopify_payments	\$635	63.51	698.64
5615	Valery Godlip	1	Ohio	AKRON	68272	Running Shoes	gift_card	\$504	50.41	554.54
5968	Jerrold Witham	1	Ohio	AKRON	22091	Flip-Flops	paypal	\$526	52.55	578.08
6061	Phyllida Passy	1	Ohio	AKRON	47079	Tennis Shoes	paypal	\$596	59.59	655.52
6379	Albie Getch	1	Ohio	AKRON	81151	Running Shoes	paypal	\$693	69.31	762.44
6509	Jamill McKinstry	1	Ohio	AKRON	97749	Gift Card	shopify_payments	\$514	51.41	565.54
6926	Edine Corillet	1	Ohio	AKRON	12080	Tennis Shoes	gift_card	\$510	50.95	560.48
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87