



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

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 Behaviour

4431

Total Customers

2392

Single Order...

2039

Repeat Customers

Retenion & Value KPIs

\$943.6

Life Time Value

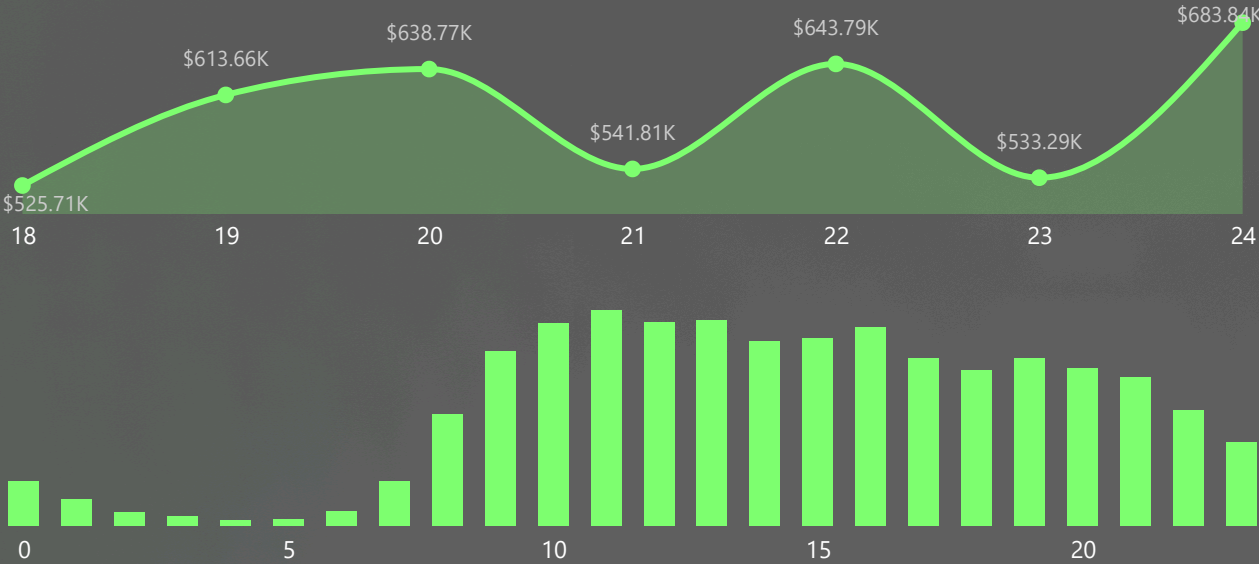
46%

Repeat Rate

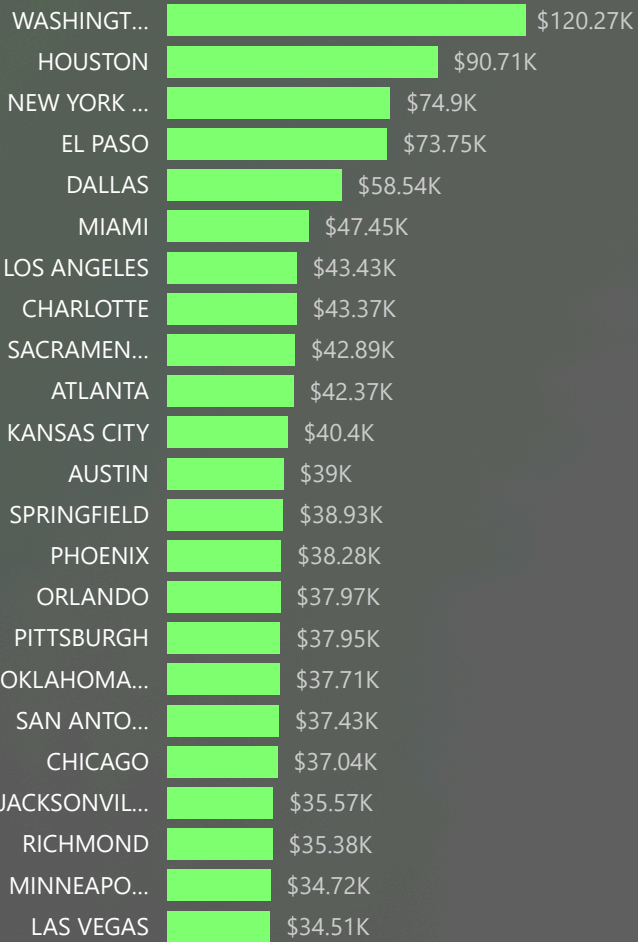
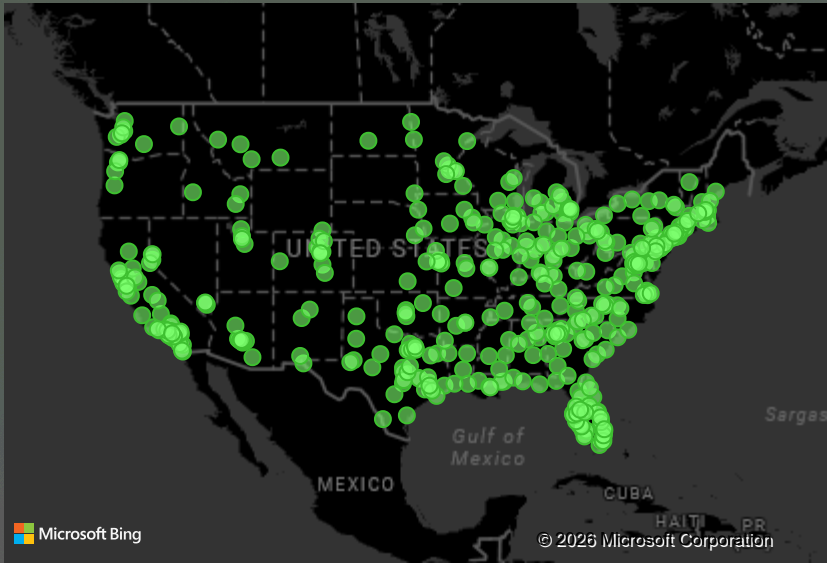
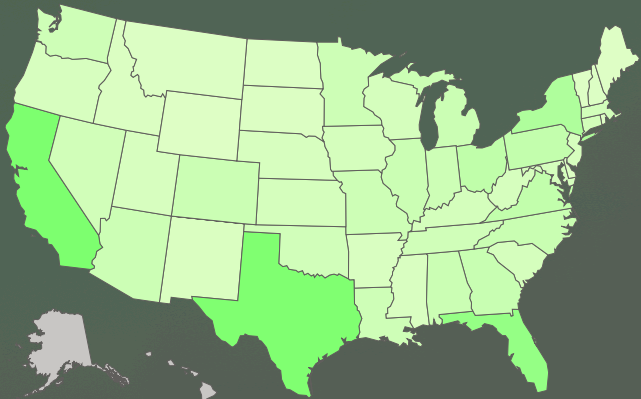
1.68

Purchase Frequency

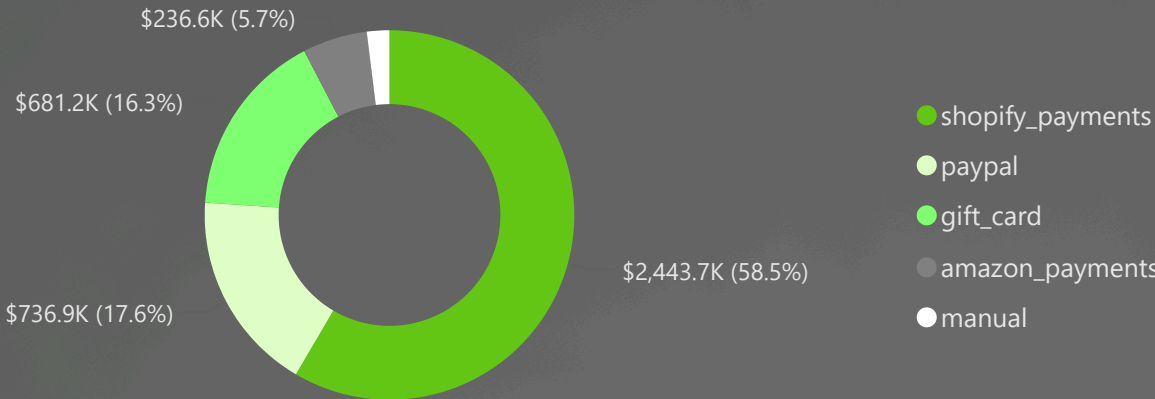
Net Sales Trend Over Time



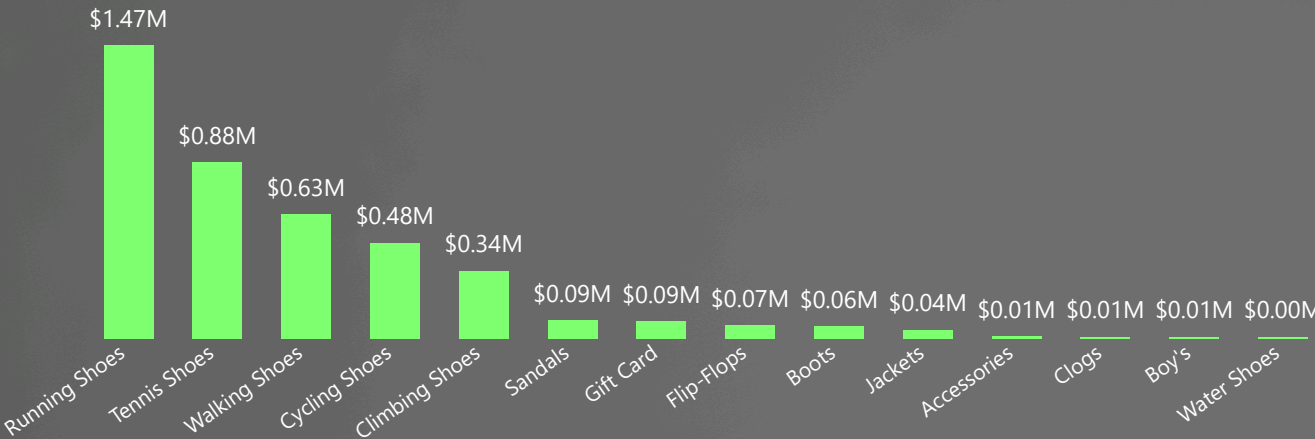
Regional Overview - Province & Cities by Net Sales



Net Sales by Gateway Payment Method



Net Sales by Product Type





Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Total Price Usd
212	Lila Lomis	1	Mississippi	MERIDIAN	66478	Running Shoes	gift_card	554.54
417	Rosalind Gerrans	1	Mississippi	JACKSON	39887	Running Shoes	paypal	732.96
480	Nobie Ber	1	Mississippi	COLUMBUS	47234	Walking Shoes	gift_card	551.68
504	Nomi MacGown	1	Mississippi	HATTIESBURG	3287	Climbing Shoes	shopify_payments	590.84
518	Ashley Wellum	1	Mississippi	GULFPORT	73635	Tennis Shoes	shopify_payments	676.64
542	Margeaux Cockrill	1	Mississippi	HATTIESBURG	81402	Tennis Shoes	shopify_payments	546.84
600	Carolina Leacock	1	Mississippi	HATTIESBURG	59102	Tennis Shoes	shopify_payments	551.68
988	Kylynn Dakhov	1	Mississippi	BILOXI	55918	Walking Shoes	amazon_payments	579.84
1248	Zacherie Sidwell	1	Mississippi	JACKSON	60143	Running Shoes	shopify_payments	662.56
1349	Vernice Paten	1	Mississippi	GULFPORT	30202	Running Shoes	gift_card	560.48
1556	Laney Thebeau	1	Mississippi	JACKSON	47113	Walking Shoes	shopify_payments	620.54
1883	Allx Duignan	1	Mississippi	MERIDIAN	6551	Running Shoes	shopify_payments	557.84
1906	Klaus Wasylkiewicz	1	Mississippi	JACKSON	37261	Running Shoes	shopify_payments	698.64
2111	Theodora Fulger	1	Mississippi	JACKSON	53267	Tennis Shoes	shopify_payments	551.68
2287	Antonin Hyde	1	Mississippi	JACKSON	80103	Tennis Shoes	shopify_payments	483.04
2615	Regan Aberdalgy	1	Mississippi	JACKSON	69326	Gift Card	shopify_payments	813.04
2835	Steffane Bettenson	1	Mississippi	BILOXI	71067	Running Shoes	shopify_payments	579.84
2928	Molli Raftery	1	Mississippi	GULFPORT	57287	Tennis Shoes	paypal	585.12
2962	Birgitta Bellchamber	1	Mississippi	BILOXI	73540	Walking Shoes	paypal	826.24
3006	Aveline Khristoforov	1	Mississippi	JACKSON	89447	Running Shoes	shopify_payments	629.12
3018	Emlynne Gut	1	Mississippi	JACKSON	72364	Tennis Shoes	shopify_payments	602.72
3031	Peter Pember	1	Mississippi	HATTIESBURG	21252	Running Shoes	gift_card	535.40
3395	Ebonee Gately	1	Mississippi	JACKSON	85982	Climbing Shoes	shopify_payments	732.96
3491	Gerhard Bridgeman	1	Mississippi	JACKSON	30755	Tennis Shoes	gift_card	579.84
3544	Chaddie Galway	1	Mississippi	JACKSON	56062	Boots	manual	601.84
3621	Nonnah Shiels	1	Mississippi	GULFPORT	32960	Tennis Shoes	manual	568.84
3798	Valenka Richin	1	Mississippi	JACKSON	53168	Running Shoes	shopify_payments	560.48
3842	Juliet Licciardello	1	Mississippi	MERIDIAN	77438	Climbing Shoes	amazon_payments	590.84
3857	Eugene Owtram	1	Mississippi	JACKSON	9711	Running Shoes	gift_card	547.39
4281	Giacomo Sturman	1	Mississippi	JACKSON	29207	Boots	shopify_payments	590.84
4840	Corri Looby	1	Mississippi	JACKSON	66885	Climbing Shoes	shopify_payments	505.04
4884	Denney Kyteley	1	Mississippi	JACKSON	8524	Cycling Shoes	shopify_payments	590.84
5270	Aleksandr Pearmine	1	Mississippi	JACKSON	44591	Running Shoes	gift_card	568.84
5306	Lusa Lortzing	1	Mississippi	BILOXI	83533	Cycling Shoes	shopify_payments	1,040.96
5459	Letta Rolinson	1	Mississippi	MERIDIAN	81279	Running Shoes	shopify_payments	751.44
5661	Merry Bosanko	1	Mississippi	JACKSON	74087	Tennis Shoes	shopify_payments	610.64
6207	Waylin Aked	1	Mississippi	JACKSON	76647	Running Shoes	paypal	741.76
Total		45			2514389			27,740.41