



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction Performance

Net Sales

\$4,180,874

Total Quantity

7534

Net Average Order Value

\$562.6

Customer Purchase Behavior

Total Customers

4431

Single Order Customers

2392

Repeat Customers

2392

Retention & Value KPIs

Life Time Value

\$943.6

Repeat Rate

54%

Purchase Ferquency

1.68

Shopify Analysis

Details Tab

Select Major

Net Sales

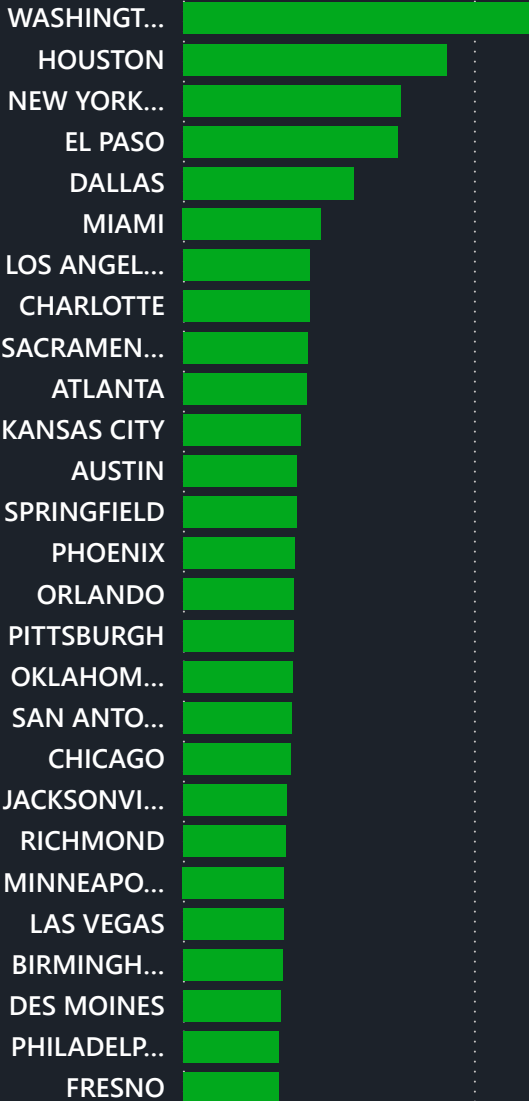
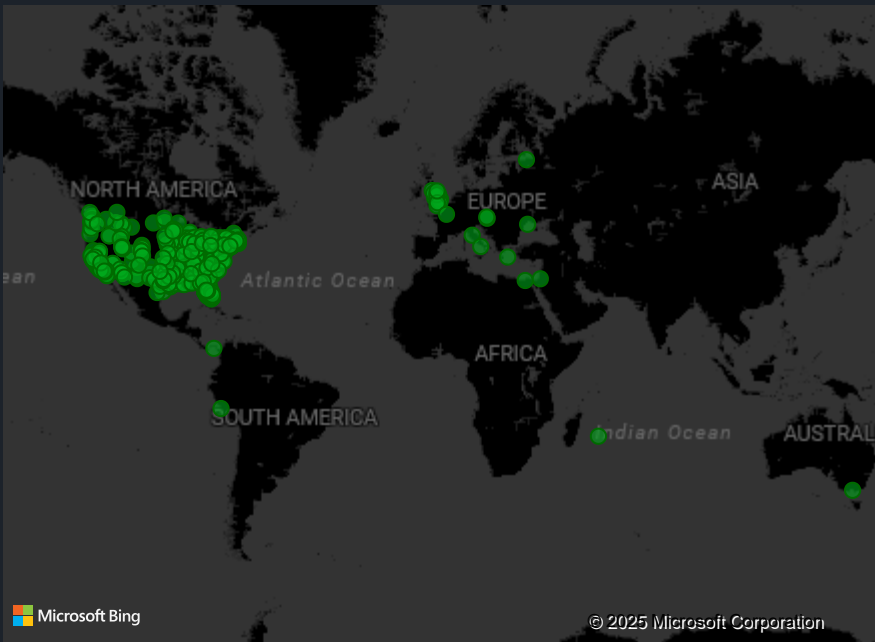
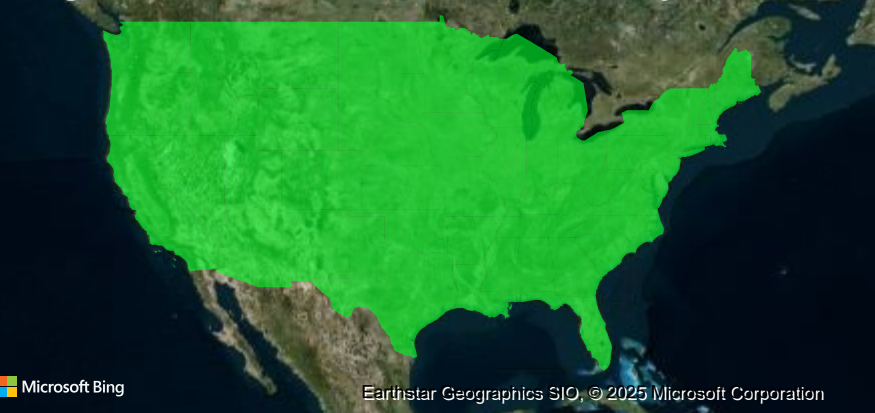
Province

All

Gateway

All

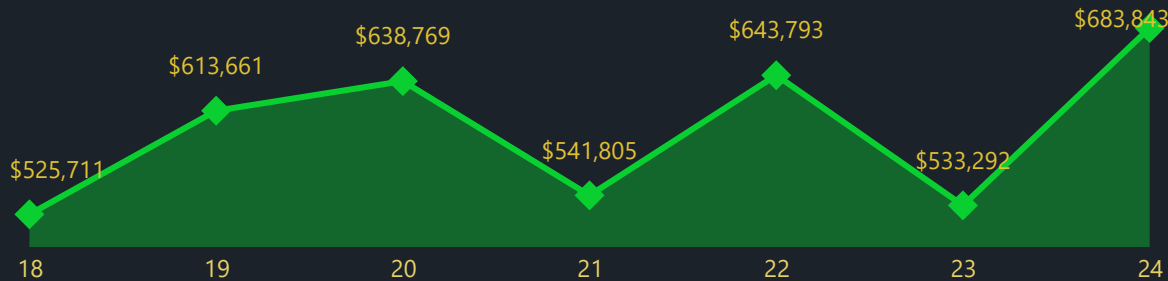
Regional overview - Province & cities by Net Sales



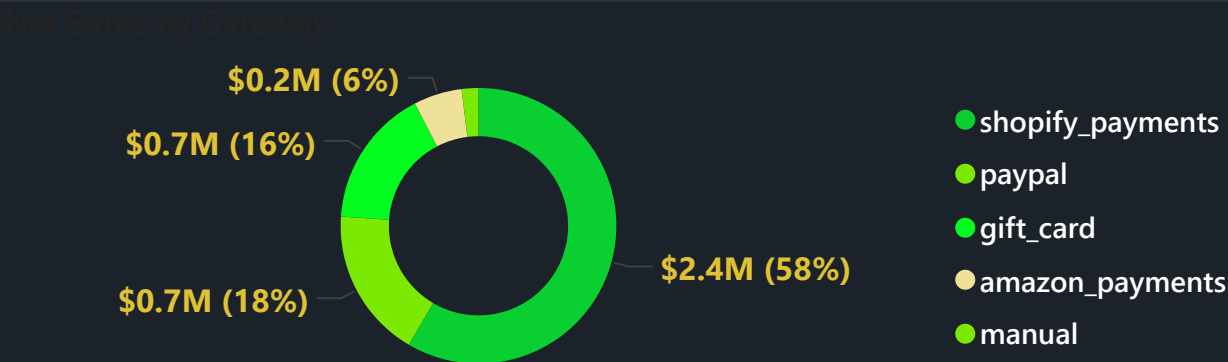
\$0.0M

\$0.1M

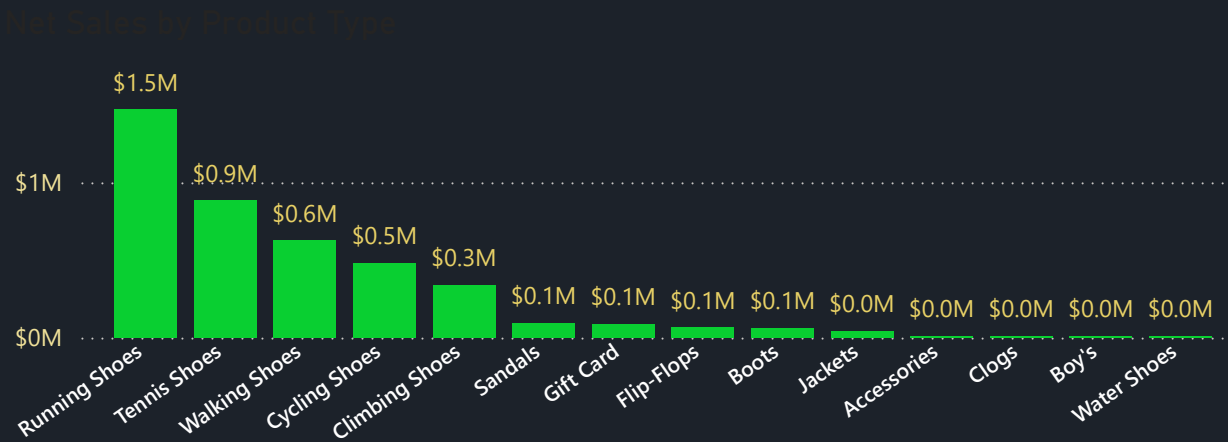
Net SalesTrend Over Time



Net Sales BY Gateway Payment Method



Net Sales by Product Type





Shopify Analysis

Details Tab

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Order Number	Customer Name	Customer Id	Province	CITY	Zip	Product Type	Gateway	Net Sales	Total Tax	Total Price Usd
97	JuanitaIsles	1	Texas	SAN ANTONIO	14413	Tennis Shoes	manual	\$439	43.91	483.04
125	ArriCawthron	1	Colorado	DENVER	70215	Tennis Shoes	shopify_payments	\$439	43.91	483.04
147	RoseannaCrang	1	Texas	EL PASO	17251	Tennis Shoes	shopify_payments	\$439	43.91	483.04
157	AlbertaStorcke	1	Texas	CORPUS CHRISTI	84976	Walking Shoes	shopify_payments	\$439	43.91	483.04
161	RichyBalogh	1	Connecticut	NORWALK	18539	Tennis Shoes	shopify_payments	\$439	43.91	483.04
162	LangstonLafayette	1	New York	SCHENECTADY	47028	Walking Shoes	shopify_payments	\$439	43.91	483.04
171	BurlieSuerz	1	Florida	CLEARWATER	48146	Cycling Shoes	shopify_payments	\$439	43.91	483.04
265	ZolaFosdyke	1	Indiana	INDIANAPOLIS	96295	Tennis Shoes	shopify_payments	\$439	43.91	483.04
387	HankRegglar	1	Florida	FORT LAUDERDALE	63567	Tennis Shoes	shopify_payments	\$439	43.91	483.04
514	MadelainePrott	1	Connecticut	NORWALK	29862	Walking Shoes	shopify_payments	\$439	43.91	483.04
625	HallieMcTavy	1	Tennessee	MEMPHIS	85601	Walking Shoes	shopify_payments	\$439	43.91	483.04
637	CarleeHolmyard	1	Texas	FORT WORTH	5217	Accessories	shopify_payments	\$439	43.91	483.04
646	OsbourneLouw	1	Kansas	WICHITA	31841	Walking Shoes	shopify_payments	\$439	43.91	483.04
751	MarcellineMcSporon	1	Florida	GAINESVILLE	27680	Climbing Shoes	shopify_payments	\$439	43.91	483.04
753	WatThiese	1	New York	ALBANY	77700	Climbing Shoes	shopify_payments	\$439	43.91	483.04
757	LuisaStaining	1	Alabama	TUSCALOOSA	89170	Running Shoes	shopify_payments	\$439	43.91	483.04
780	AdellaDusey	1	Illinois	PALATINE	12536	Tennis Shoes	shopify_payments	\$439	43.91	483.04
787	SindeeMemmory	1	District of Columbia	WASHINGTON	45150	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1047	JerryLeeGoldwater	1	New York	NEW YORK CITY	73358	Boy's	shopify_payments	\$439	43.91	483.04
1089	DionisLevick	1	Georgia	MARIETTA	83058	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1123	MadelFatharly	1	Montana	BILLINGS	55106	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1183	PatricioGriston	1	Washington	TACOMA	68509	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1225	CurranGillhespy	1	Texas	LAREDO	11788	Walking Shoes	shopify_payments	\$439	43.91	483.04
1328	ThornGillie	1	Florida	ORLANDO	53733	Walking Shoes	shopify_payments	\$439	43.91	483.04
1371	DinoReddings	1	Kansas	SHAWNEE MISSION	62631	Cycling Shoes	shopify_payments	\$439	43.91	483.04
1624	NeddieVescovini	1	Texas	SAN ANTONIO	92083	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1675	MichelinaBrussell	1	Florida	LAKELAND	25658	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1684	CarinIsenor	1	Texas	DALLAS	99840	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1691	WellsClose	1	North Carolina	GREENSBORO	86160	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1703	ElenePraundl	1	New York	BRONX	5649	Tennis Shoes	shopify_payments	\$439	43.91	483.04
1754	RoseanneEisig	1	District of Columbia	WASHINGTON	92730	Cycling Shoes	shopify_payments	\$439	43.91	483.04
2202	NormanSchwander	1	New Hampshire	MANCHESTER	41343	Accessories	shopify_payments	\$439	43.91	483.04
2230	GrangerGlenton	1	Nevada	RENO	57345	Tennis Shoes	shopify_payments	\$439	43.91	483.04
2287	AntoninHyde	1	Mississippi	JACKSON	80103	Tennis Shoes	shopify_payments	\$439	43.91	483.04
2328	EmmieMc Andrew	1	Ohio	CLEVELAND	21494	Tennis Shoes	shopify_payments	\$439	43.91	483.04
2650	GuennaWake	1	New York	NEW YORK CITY	91947	Walking Shoes	shopify_payments	\$439	43.91	483.04
2678	DalisAlsobrook	1	California	SACRAMENTO	71077	Climbing Shoes	shopify_payments	\$439	43.91	483.04
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87