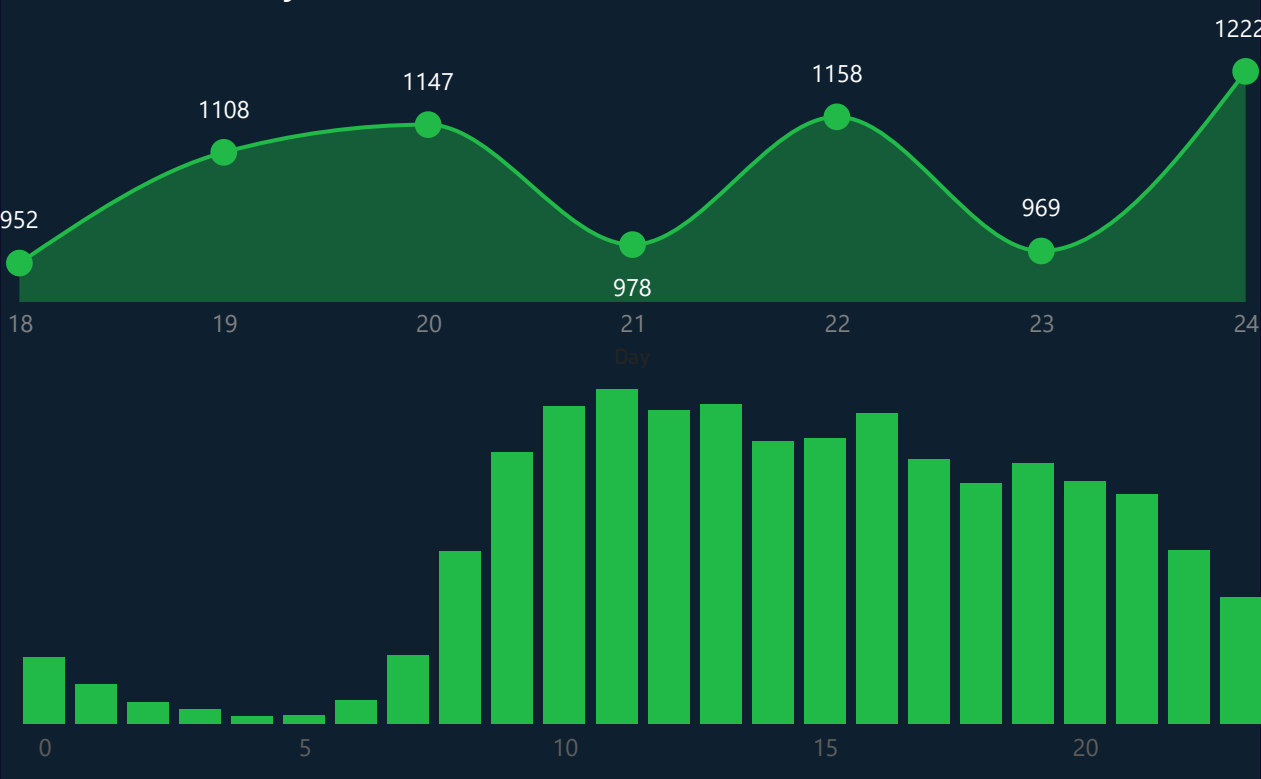




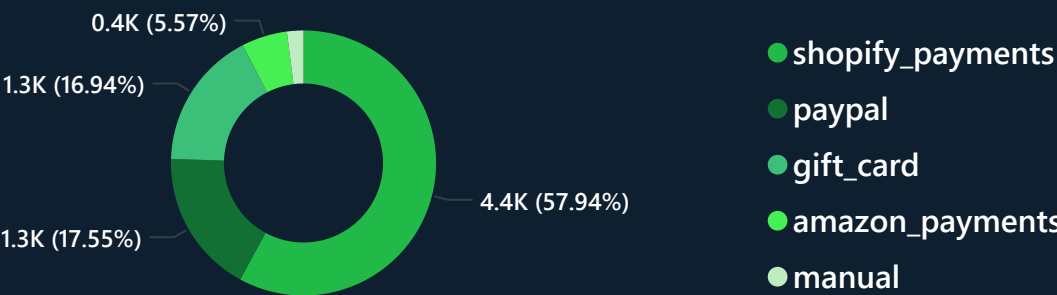
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Transaction Performance	<div>\$4,180,874</div> <div>Net sales</div>	<div>7534</div> <div>Total quantity</div>	<div>\$562.6</div> <div>Net Avg Order Value</div>
Customer Purchases Behaviour	<div>4431</div> <div>Total Customers</div>	<div>2392</div> <div>Single Order...</div>	<div>2039</div> <div>Repeat Customers</div>
Retention & Value KPIs	<div>\$943.6</div> <div>Life Time Value</div>	<div>46%</div> <div>Repeat rate</div>	<div>1.68</div> <div>Purchase frequency</div>

Total Quantity Trend Over Time



Total Quantity by Gateway payment Method

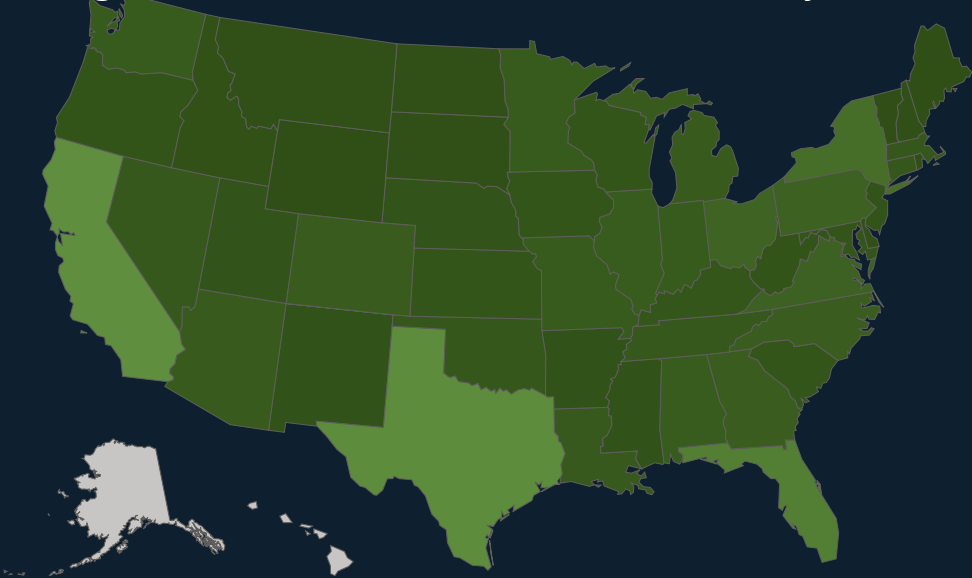


Total Quantity by Product Type

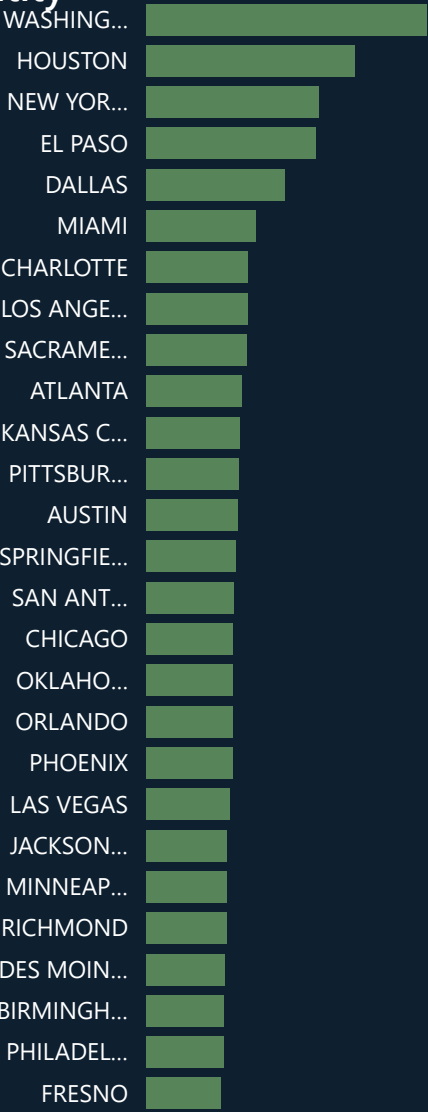


Alabama

Regional Overview - Province and Cities by Total Quantity



Total quantity by CITY





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Order Number	Customer Id	Customer Name	Province	CITY	Zip	Product Type	Gateway	Net sales	Total Tax	Total Price Usd
0	1	Roselia Pidgen	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555.64
1	1	Gideon Viney	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92
12	1	Arliene Pescott	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16
16	1	Thoma Kewley	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84
25	1	Dorey McKeighan	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546.84
33	1	Munmro Gascar	Texas	EL PASO	50733	Walking Shoes	amazon_payments	\$537	53.71	590.84
63	1	Alvera Stebbin	Florida	WEST PALM BEACH	393	Walking Shoes	amazon_payments	\$578	57.83	636.16
132	1	Marie-ann Blasgen	Florida	PENSACOLA	53603	Walking Shoes	amazon_payments	\$510	50.95	560.48
224	1	Maisey Dene	Nevada	LAS VEGAS	36156	Walking Shoes	amazon_payments	\$507	50.71	557.84
233	1	Quinta Wisson	Tennessee	CHATTANOOGA	475	Climbing Shoes	amazon_payments	\$585	58.51	643.64
258	1	Gaspard Charity	New York	NEW YORK CITY	74596	Climbing Shoes	amazon_payments	\$585	58.51	643.64
282	1	Angil Fitzsimon	Arizona	PHOENIX	56492	Climbing Shoes	amazon_payments	\$585	58.51	643.64
291	1	Clemens Ellins	Alabama	MOBILE	63857	Walking Shoes	amazon_payments	\$613	61.31	674.44
299	1	Bertina Knath	District of Columbia	WASHINGTON	77763	Walking Shoes	amazon_payments	\$625	62.51	687.64
321	1	Felicio Birnie	New York	BROOKLYN	33822	Climbing Shoes	amazon_payments	\$625	62.51	687.64
346	1	Noreen Swannie	Colorado	COLORADO SPRINGS	70664	Walking Shoes	amazon_payments	\$532	53.19	585.12
405	1	Emelyne Ingerfield	Pennsylvania	PHILADELPHIA	94889	Walking Shoes	amazon_payments	\$497	49.71	546.84
409	1	Codie Ruppert	Michigan	KALAMAZOO	22495	Walking Shoes	amazon_payments	\$537	53.71	590.84
419	1	Quinn Liles	California	SAN FRANCISCO	25624	Climbing Shoes	amazon_payments	\$821	82.11	903.24
478	1	Ardelle Pluthero	Oklahoma	OKLAHOMA CITY	65498	Gift Card	amazon_payments	\$639	63.91	703.04
496	1	Rowena Pavett	Pennsylvania	LANCASTER	41845	Walking Shoes	amazon_payments	\$761	76.11	837.24
508	1	Brodie Restill	Texas	HOUSTON	4628	Running Shoes	amazon_payments	\$615	61.51	676.64
526	1	Bobbie Snare	Georgia	ALBANY	2923	Cycling Shoes	amazon_payments	\$498	49.81	547.94
529	1	Pincas Andreacci	Texas	TYLER	76245	Walking Shoes	amazon_payments	\$537	53.71	590.84
608	1	Jack Woollard	Florida	WEST PALM BEACH	59256	Climbing Shoes	amazon_payments	\$517	51.71	568.84
610	1	Alysia Crathorne	Michigan	LANSING	32876	Walking Shoes	amazon_payments	\$693	69.31	762.44
636	1	Drusilla Slocombe	New Mexico	SANTA FE	59246	Running Shoes	amazon_payments	\$733	73.31	806.44
665	1	Darrelle Curner	Indiana	INDIANAPOLIS	51180	Walking Shoes	amazon_payments	\$517	51.71	568.84
667	1	Raymund Corns	Texas	SAN ANTONIO	99666	Walking Shoes	amazon_payments	\$703	70.31	773.44
669	1	Floyd Sherlock	Louisiana	NEW ORLEANS	40976	Tennis Shoes	amazon_payments	\$693	69.31	762.44
718	1	Roch Dicken	Florida	FORT LAUDERDALE	74335	Running Shoes	amazon_payments	\$537	53.71	590.84
747	1	Codie Kimblin	Washington	TACOMA	63617	Walking Shoes	amazon_payments	\$537	53.71	590.84
748	1	Guthry Peplaw	Arizona	SCOTTSDALE	61634	Cycling Shoes	amazon_payments	\$547	54.71	601.84
776	1	Sascha Basler	Ohio	CANTON	85760	Walking Shoes	amazon_payments	\$595	59.51	654.64
798	1	Raffarty Suthworth	Florida	FORT LAUDERDALE	94668	Running Shoes	amazon_payments	\$592	59.19	651.12
800	1	Juliann Phillp	District of Columbia	WASHINGTON	68127	Walking Shoes	amazon_payments	\$733	73.31	806.44
Total	7431				367597147			\$4,180,874	418,087.35	4,598,960.87