



# SHOPIFY |SALES & CUSTOMERS FUNNEL REPORT

Transaction  
Performance

\$4,180,874

Net Sales

7,534

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

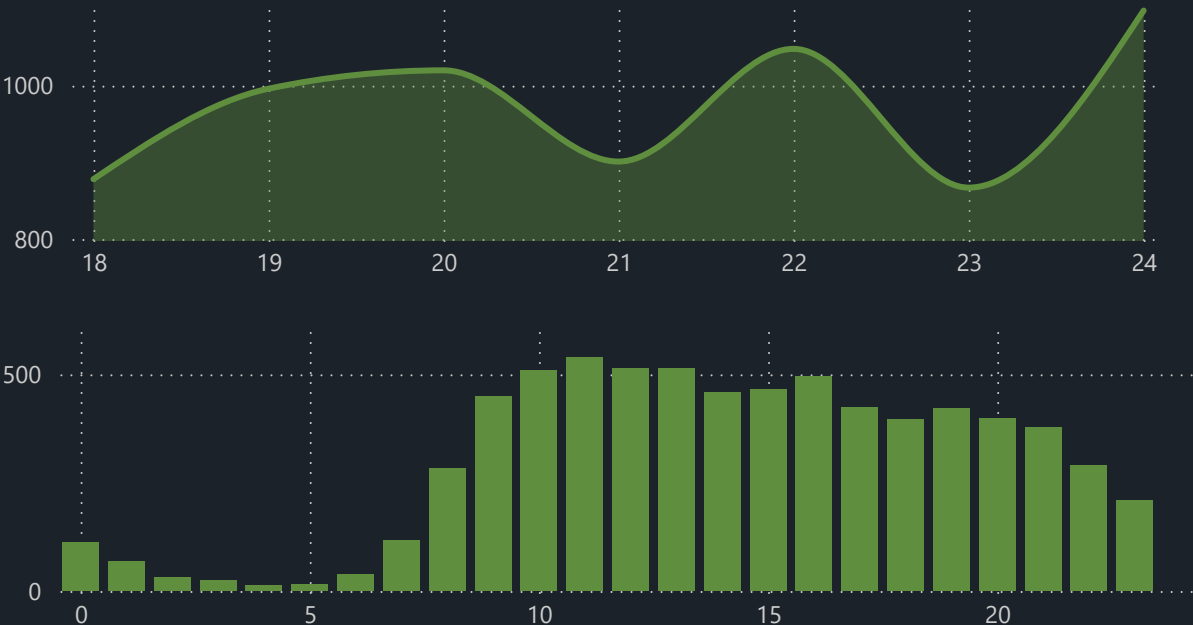
46%

Repeat Rate

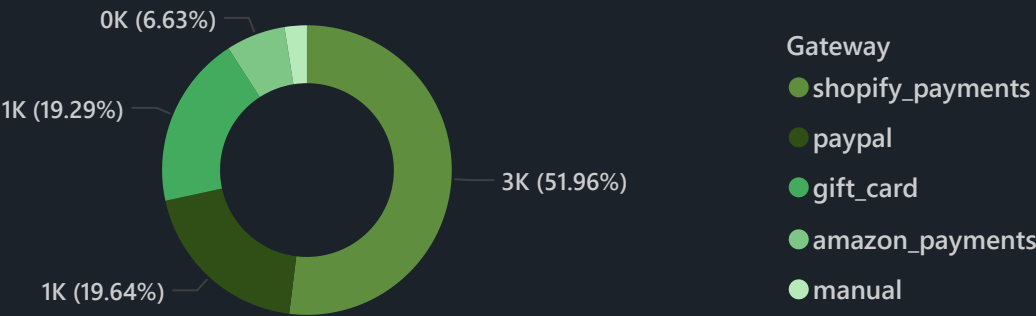
1.68

Purchase Frequency

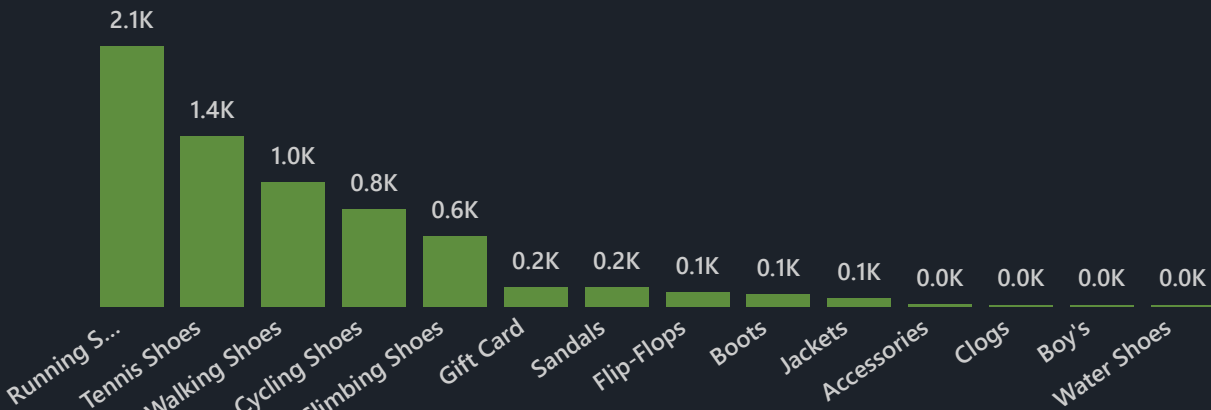
Total Customers Trend Over Time



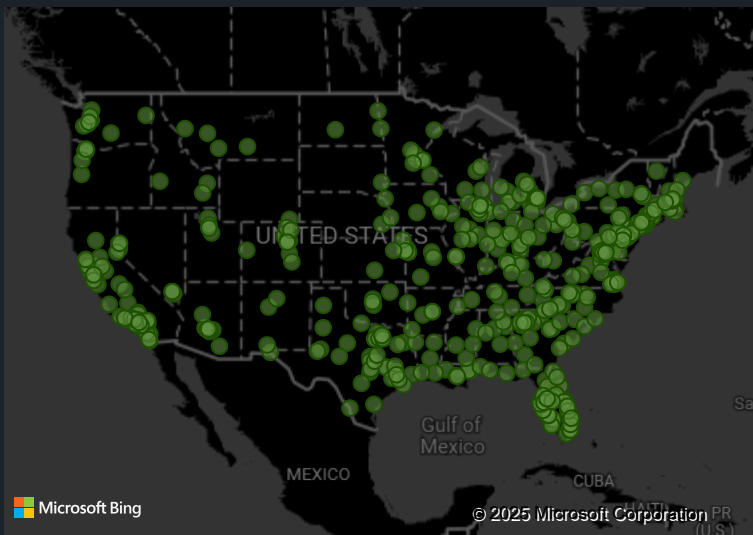
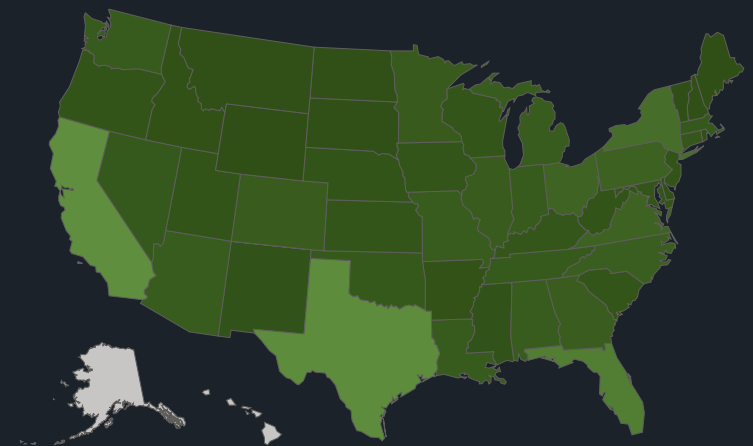
Total Customers By Gateway Payment Method



Total Customers By Product Type



Regional Overview - Province and Cities by Total Customers





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SHOFIFY ANALYSIS

DETAILS

Order Number	Customer Id	Full Name	Province	CITY	Zip code	Product Type	Gateway	Net Sales	Total Price Usd
0	4334	Roselia Pidgen	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	555.64
1	5986	Gideon Viney	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	637.92
2	1163	Henka Giorgini	California	ORANGE	57153	Tennis Shoes	paypal	\$518	569.28
3	5190	Candy Bilbey	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	585.12
4	4743	Freida Argent	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	546.84
5	5780	Haley Leyfield	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	568.84
6	5663	Lisette Scarborough	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	637.92
7	3393	Gustaf Esterbrook	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	637.92
8	5744	Marcella Rengger	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	854.29
9	2452	Zollie Egan	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	579.84
10	487	Ailyn Broadberrie	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	715.58
11	5904	Catharina Mathieu	California	GLENDALE	53968	Running Shoes	paypal	\$497	546.84
12	6183	Arliene Pescott	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	636.16
13	1833	Jennie Petters	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	542.88
14	5669	Tiffani Hatrey	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	579.84
15	4422	Ddene Thake	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	568.84
16	2085	Thoma Kewley	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	579.84
17	1366	Jaimie Toffetto	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	698.64
18	6055	Edik McMurdo	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	569.28
19	2033	Erskine Itzakson	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	804.24
20	3812	Dannie Delea	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	568.84
21	6113	Cacilia Mathew	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	555.64
22	81	Dene Wylder	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	542.88
23	4534	Tyrone Ogborne	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	569.28
24	1888	Kari Ceschini	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	610.64
25	4633	Dorey McKeighan	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	546.84
26	2006	Dorene Malthouse	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	676.64
27	4122	Vergil Docwra	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	610.64
28	5865	Georgeanne Abramamovh	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	637.92
29	4469	Halli Lovel	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	557.84
30	4726	Laureen Sawtell	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	579.84
Total								\$4,180,874	4,598,960.87