**DETAILED ANALYSIS: SHOPIFY | SALES & CUSTOMER REPORT**

**Transaction Performance**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Net Sales** | $4,174,433 | Strong top-line revenue indicates a profitable business model, possibly driven by high-priced items or volume discounts. |
| **Total Quantity Sold** | 8,000 units | Moderate volume relative to sales implies that products have a high per-unit price. This may suggest a focus on premium or specialized goods. |
| **Net Average Order Value** | $562.59 | High AOV implies customers are spending significant amounts per transaction. This could result from bundling, upselling, or targeting affluent segments. |

**Interpretation**: The company appears to be operating in a **high-margin, lower-volume market**. High-value transactions point to either luxury goods or bundled offerings.

**Customer Behaviour**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Total Customers** | 4,425 | A solid customer base, reflecting active engagement with a targeted audience. |
| **Non-Repeated Customers** | 2,388 | ~54% are one-time buyers, indicating potential gaps in customer retention strategies. |
| **Repeated Customers** | 2,037 | Around 46% of the base has made more than one purchase, reflecting healthy retention. |

**Interpretation**: While customer retention is **above industry average**, there’s still significant room to **improve re-engagement** of first-time buyers through remarketing, email flows, and loyalty incentives.

**Retention & Value KPIs**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Customer Lifetime Value (LTV)** | $943.375 | Indicates that each customer generates close to $1,000 over their lifetime — highly valuable, suggesting strong product fit or premium pricing. |
| **Repeat Rate** | 46.03% | Almost half of all customers are repeat purchasers — a positive indicator of brand loyalty and product satisfaction. |
| **Purchase Frequency** | 1.7 | On average, customers purchase nearly **twice**, showing potential for upsell/cross-sell strategies. |

**Interpretation**: This data signals an opportunity to **improve frequency** through **subscription models, targeted offers, or seasonal campaigns**.

**Trends Over Time**

**Sales by Day**

* Sales rise and fall cyclically; **peak on Day 20 and Day 23**, suggesting successful promotions or high-traffic days.
* Sales dip around Day 22 — might indicate midweek lulls or ineffective campaigns.

**Sales by Hour**

* **Peak hours between 12 PM – 4 PM**.
* Lowest sales during early morning hours (12 AM – 7 AM).

**Insights**:

* Optimize marketing campaigns and paid ad scheduling for peak hours.
* Consider flash sales or offers aligned with traffic spikes (midday).

**Regional Overview**

**Top Cities by Sales (Bar Chart)**

* **Top 5 Performing Cities**:
  1. **Washington**
  2. **Houston**
  3. **New York City**
  4. **El Paso**
  5. **Dallas**
* The **Midwest and East Coast dominate** the sales map.
* Dense customer bases in areas like **Kentucky, Ohio, Indiana**, and the surrounding southern/midwestern states.

**Actionable Insights:**

* Geo-targeted advertising in top-performing cities could boost ROI.
* Logistics: Consider warehouse/fulfilment centres near high-sales regions to improve delivery times and customer satisfaction.

**Mode of Payment**

| **Payment Method** | **Net Sales** | **Share (%)** |
| --- | --- | --- |
| **Shopify Payments** | $24,392,211 | 58.43% |
| **PayPal** | $7,362,666 | 17.64% |
| **Gift Card** | $6,805,993 | 16.3% |
| **Amazon Payments** | $2,359,651 | 5.65% |
| **Manual Payments** | Negligible | <2% |

**Insights**:

* Shopify Payments is the preferred choice, simplifying reconciliation and reducing dependency on third-party platforms.
* Opportunity to reduce PayPal and Amazon fees by promoting in-house payment options.
* Gift cards are popular — consider expanding gift card promotions around holidays or events.

**Net Sales by Product Type**

| **Product Type** | **Net Sales** |
| --- | --- |
| Running Shoes | $1.5M |
| Tents | $1.1M |
| Walking Shoes | $0.9M |
| Other categories | <$0.6M |

**Insights**:

* High-margin categories are **sportswear and outdoor equipment**.
* Focus on upselling accessories with best-selling products.
* Products like **clogs, boots, and wallets** are underperforming — reassess product-market fit or marketing strategy for these.

**KEY STRATEGIC INSIGHTS**

| **Area** | **Strategic Action** |
| --- | --- |
| **Customer Retention** | Launch loyalty/rewards programs to increase the repeat purchase rate and push average frequency above 2. |
| **Sales Timing** | Schedule major product launches, emails, and ads during **12–4 PM** for maximum conversion. |
| **Regional Targeting** | Prioritize sales & promotions in **Washington, Houston, and New York**. Consider local influencer collaborations or same-day delivery trials. |
| **Product Strategy** | Double down on successful categories like **Running Gear and Tents**; discontinue or revamp underperforming items. |
| **Payments** | Push **Shopify Payments** through incentives like discounts, quicker refunds, or exclusive offers. |
| **Marketing** | Use daily and hourly sales insights to time promotions, especially for peak days (Day 20, 23) and midday periods. |