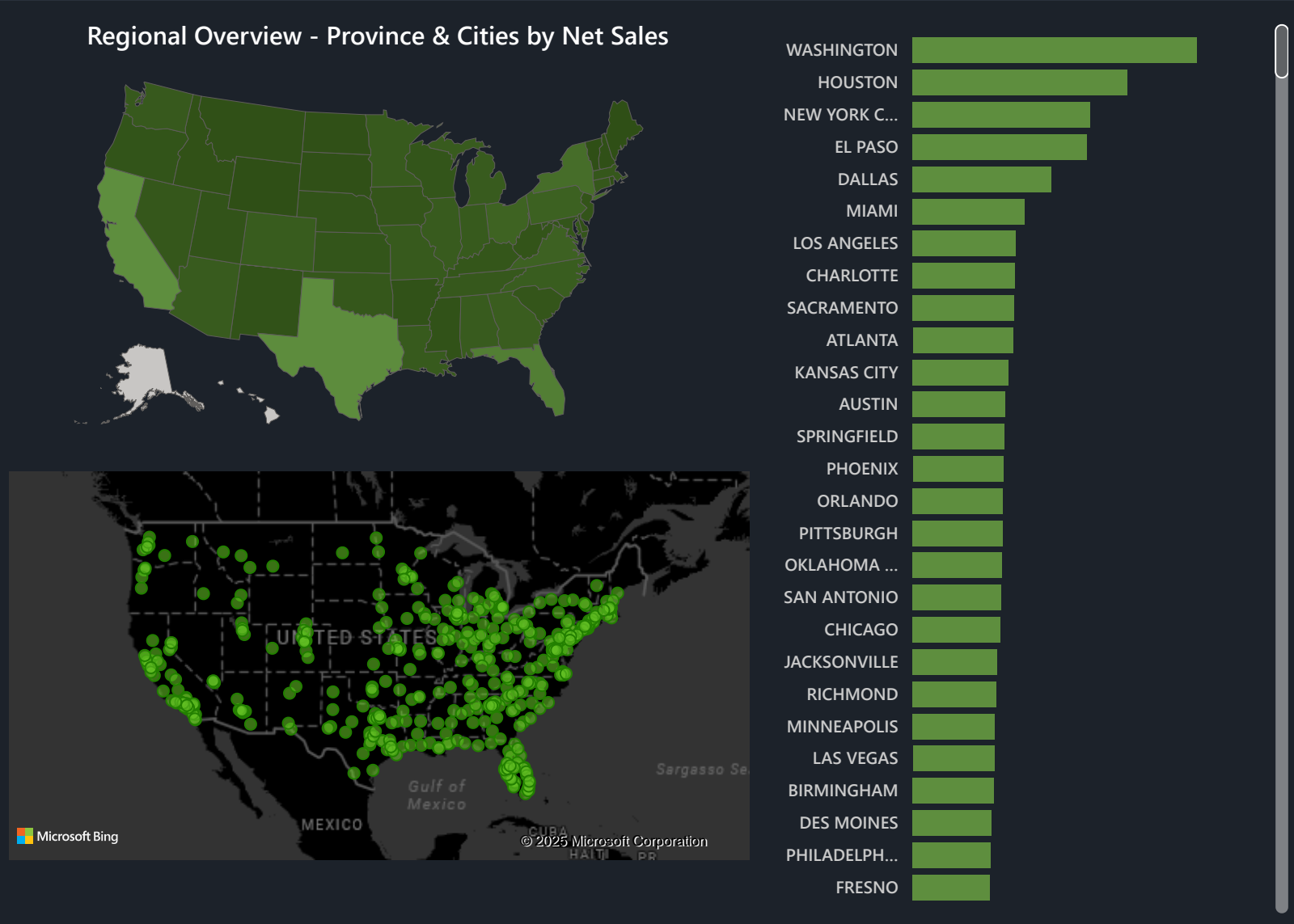




SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction Performance	\$41,80,874 Net Sales	7534 Total Quantity	\$562.6 Net Average Order value
	4431 Total Customers	2392 Single Order Customers	2039 Repeat Customers
	\$943.6 Life Time Value	46% Repeat Rate	1.68 Purchase Frequency





SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Quick measure

Shopify_Analysis

Details Tab

Select Measure
Total Customers

Gateway
All

Province
All

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price Us
40	Mair Cawthorne	1	California	HUNTINGTON BEACH	35863	Walking Shoes	paypal	\$497	49.71	546.8
78	Valli Hills	1	California	SACRAMENTO	9724	Walking Shoes	manual	\$537	53.71	590.8
116	Geoffrey Rawdales	1	California	IRVINE	19407	Walking Shoes	shopify_payments	\$839	83.91	923.0
136	Erich Greenshields	1	California	RIVERSIDE	79881	Walking Shoes	gift_card	\$635	63.51	698.6
181	Barton Bearfoot	1	California	NORTH HOLLYWOOD	22459	Walking Shoes	shopify_payments	\$575	57.51	632.6
297	Rozanna O'Lunney	1	California	VENTURA	71442	Walking Shoes	manual	\$459	45.91	505.0
303	Der Garham	1	California	SAN JOSE	60	Walking Shoes	paypal	\$537	53.71	590.8
483	York Bonnin	1	California	SACRAMENTO	91177	Walking Shoes	gift_card	\$613	61.31	674.4
495	Standford Baigrie	1	California	OCEANSIDE	37171	Walking Shoes	shopify_payments	\$510	50.95	560.4
498	Graehme Shanley	1	California	CARLSBAD	2005	Walking Shoes	shopify_payments	\$613	61.31	674.4
501	Baily Dinwoodie	1	California	SAN DIEGO	12104	Walking Shoes	shopify_payments	\$595	59.51	654.6
577	Dona Grouer	1	California	FRESNO	75752	Walking Shoes	gift_card	\$537	53.71	590.8
609	Clayton Wenden	1	California	SAN DIEGO	17471	Walking Shoes	shopify_payments	\$502	50.15	551.6
692	Venus Sedworth	1	California	GLENDALE	14924	Walking Shoes	gift_card	\$626	62.63	688.9
839	Georas Dengel	1	California	SANTA CRUZ	54465	Walking Shoes	paypal	\$486	48.55	534.0
844	Ian Malthouse	1	California	SAN JOSE	77277	Walking Shoes	shopify_payments	\$486	48.55	534.0
857	Evita Carrell	1	California	FRESNO	7308	Walking Shoes	shopify_payments	\$467	46.71	513.8
859	Chiarra Semeniuk	1	California	SAN BERNARDINO	90148	Walking Shoes	shopify_payments	\$572	57.19	629.1
911	Charmain Scowcroft	1	California	FULLERTON	83408	Walking Shoes	shopify_payments	\$537	53.71	590.8
945	Hayley Iban	1	California	SACRAMENTO	81566	Walking Shoes	paypal	\$532	53.19	585.1
1132	Ronica Leckenby	1	California	OAKLAND	60357	Walking Shoes	paypal	\$517	51.71	568.8
1209	Bobbe Garrand	1	California	PASADENA	38736	Walking Shoes	shopify_payments	\$578	57.83	636.1
1219	Cash Budnik	1	California	ANAHEIM	50591	Walking Shoes	amazon_payments	\$578	57.83	636.1
1395	Merna Gillbee	1	California	SAN FRANCISCO	73154	Walking Shoes	gift_card	\$527	52.71	579.8
1426	Maryellen Swanwick	1	California	HUNTINGTON BEACH	57715	Walking Shoes	amazon_payments	\$556	55.59	611.5
1439	Petronella Hinstridge	1	California	SANTA BARBARA	48934	Walking Shoes	shopify_payments	\$615	61.51	676.6
1546	Penny Patton	1	California	FRESNO	21675	Walking Shoes	shopify_payments	\$841	84.11	925.2
1620	Thorstein Merrgen	1	California	SANTA CLARA	49334	Walking Shoes	shopify_payments	\$518	51.75	569.2
1660	Missie Wildish	1	California	PASADENA	9066	Walking Shoes	shopify_payments	\$586	58.63	644.9
1706	Dorry Jebb	1	California	STOCKTON	22007	Walking Shoes	shopify_payments	\$683	68.31	751.4
1738	Petronia Spinelli	1	California	ESCONDIDO	53535	Walking Shoes	amazon_payments	\$537	53.71	590.8
1782	Park Hengoad	1	California	HAYWARD	95065	Walking Shoes	gift_card	\$532	53.19	585.1
1832	Pryce Mouser	1	California	VENTURA	80161	Walking Shoes	paypal	\$618	61.83	680.1
1878	Cassandra Hurdidge	1	California	SAN JOSE	12728	Walking Shoes	paypal	\$663	66.31	729.4
Total		869			42487947			\$4,87,079	48,707.87	5,35,786.6