



# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

## NAVIGATORS

Shopify Analysis

Details

## FILTER PANNEL

Selected Meas...

Total Revenue

Gateway

All

Province

All

Transaction  
Perfromance

\$4.18M

Total Revenue

7534

Total Quantity

\$562.63

Net Avg Order Value

Customer  
Purchase  
Behaviour

4431

Total Customers

2392

Single Order Customers

2039

Repeat Customers

Rentention &  
Value KPIs

\$943.55

Life Time Value

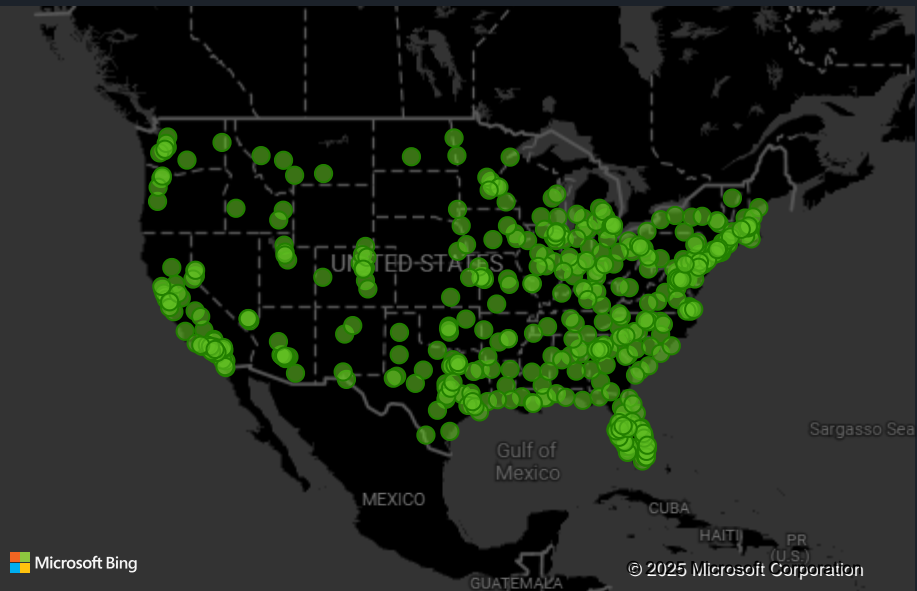
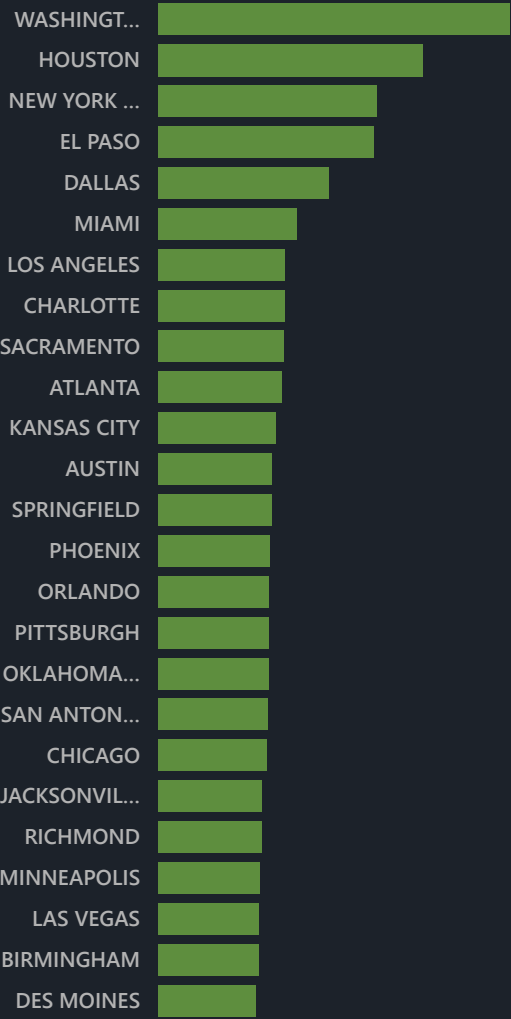
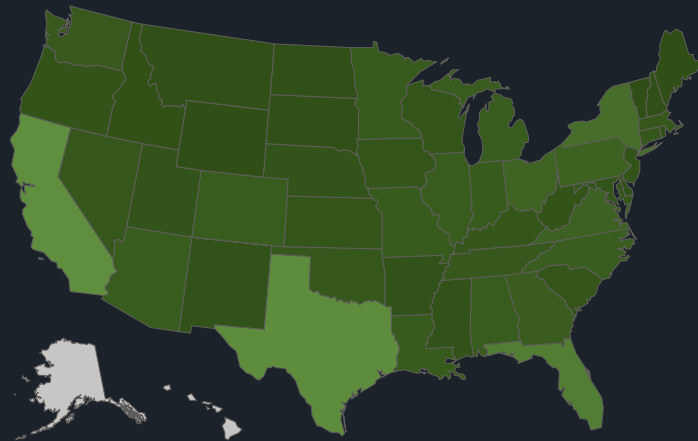
46.02%

Repeat Rate

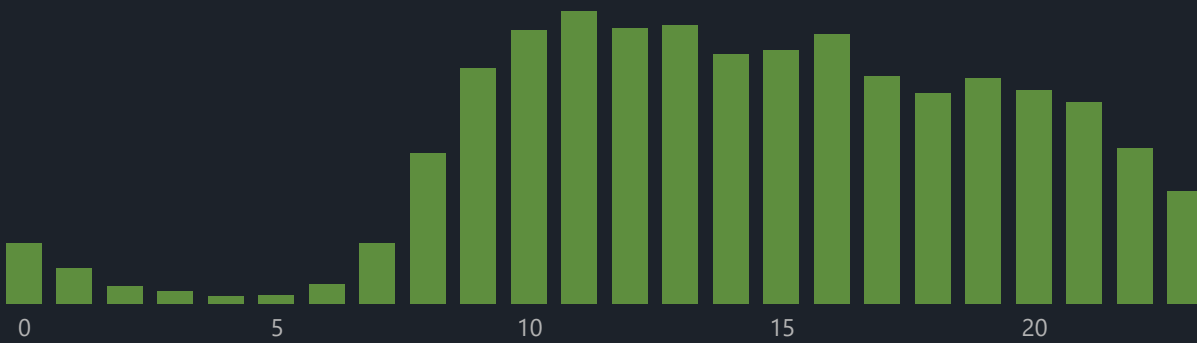
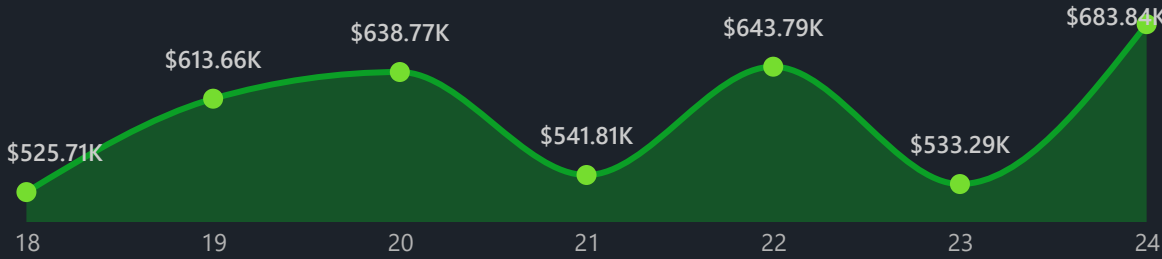
1.68

Purchase Frequency

## Regioanl Overview - Province & Cities by Total Revenue



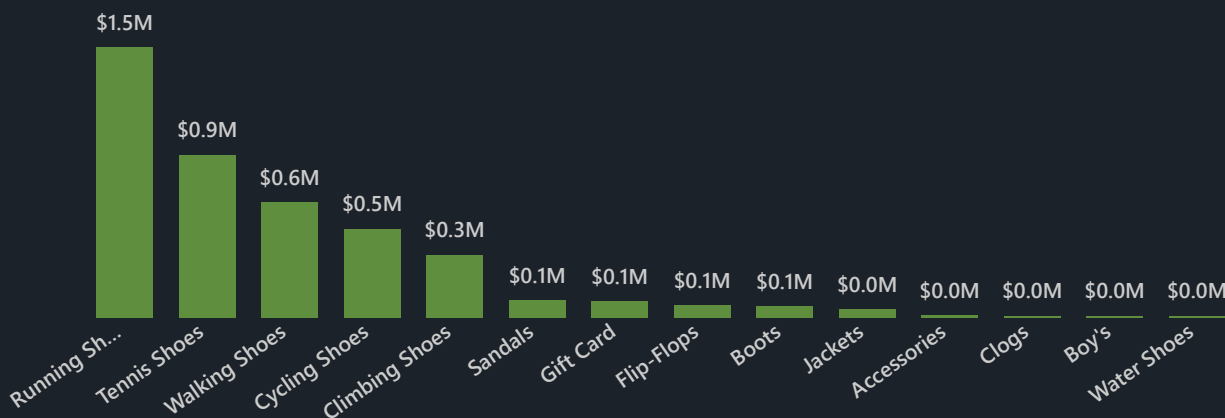
## Total Revenue Trend Over Time



## Total Revenue by Gateway Payment Method



## Total Revenue by Product Type





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## NAVIGATORS

Shopify Analysis

Details

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Total Revenue	Total Tax	Total Price
0	Roselia Pidgen	4334	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505.13	50.51	555.64
1	Gideon Viney	5986	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$579.93	57.99	637.92
2	Henka Giorgini	1163	California	ORANGE	57153	Tennis Shoes	paypal	\$517.53	51.75	569.28
3	Candy Bilbey	5190	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$531.93	53.19	585.12
4	Freida Argent	4743	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497.13	49.71	546.84
5	Haley Leyfield	5780	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517.13	51.71	568.84
6	Lisette Scarborough	5663	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$579.93	57.99	637.92
7	Gustaf Esterbrook	3393	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$579.93	57.99	637.92
8	Marcella Rengger	5744	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$776.63	77.66	854.29
9	Zollie Egan	2452	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527.13	52.71	579.84
10	Ailyn Broadberrie	487	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$650.53	65.05	715.58
11	Catharina Mathieu	5904	California	GLENDALE	53968	Running Shoes	paypal	\$497.13	49.71	546.84
12	Arliene Pescott	6183	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578.33	57.83	636.16
13	Jennie Petters	1833	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$493.53	49.35	542.88
14	Tiffani Hatrey	5669	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527.13	52.71	579.84
15	Ddene Thake	4422	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517.13	51.71	568.84
16	Thoma Kewley	2085	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527.13	52.71	579.84
17	Jaimie Toffetto	1366	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635.13	63.51	698.64
18	Edik McMurdo	6055	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$517.53	51.75	569.28
19	Erskine Itzakson	2033	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731.13	73.11	804.24
20	Dannie Delea	3812	Washington	SPOKANE	98186	Running Shoes	paypal	\$517.13	51.71	568.84
21	Cacilia Mathew	6113	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505.13	50.51	555.64
22	Dene Wylder	81	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$493.53	49.35	542.88
23	Tyrone Ogborne	4534	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$517.53	51.75	569.28
24	Kari Ceschini	1888	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555.13	55.51	610.64
25	Dorey McKeighan	4633	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497.13	49.71	546.84
26	Dorene Malthouse	2006	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615.13	61.51	676.64
27	Vergil Docwra	4122	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555.13	55.51	610.64
28	Georgeanne Abramamovh	5865	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$579.93	57.99	637.92
29	Halli Lovel	4469	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507.13	50.71	557.84
Total								\$4,180,873.52	418,087.35	4,598,960.87