



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Transaction
Performance

\$4,180,874

Net Sales

\$7,534

Total Quantity

\$562.6

Net Avg Order Value

Customer
Purchase
Behavior

4431

Total Customer

2392

single order...

2039

Repeat order...

Retention &
Value KPIs

\$943.55

Lifetime Value

46.02%

Repeat Rate

1.68

Purchase Frequency

Select Measure

Total Customer

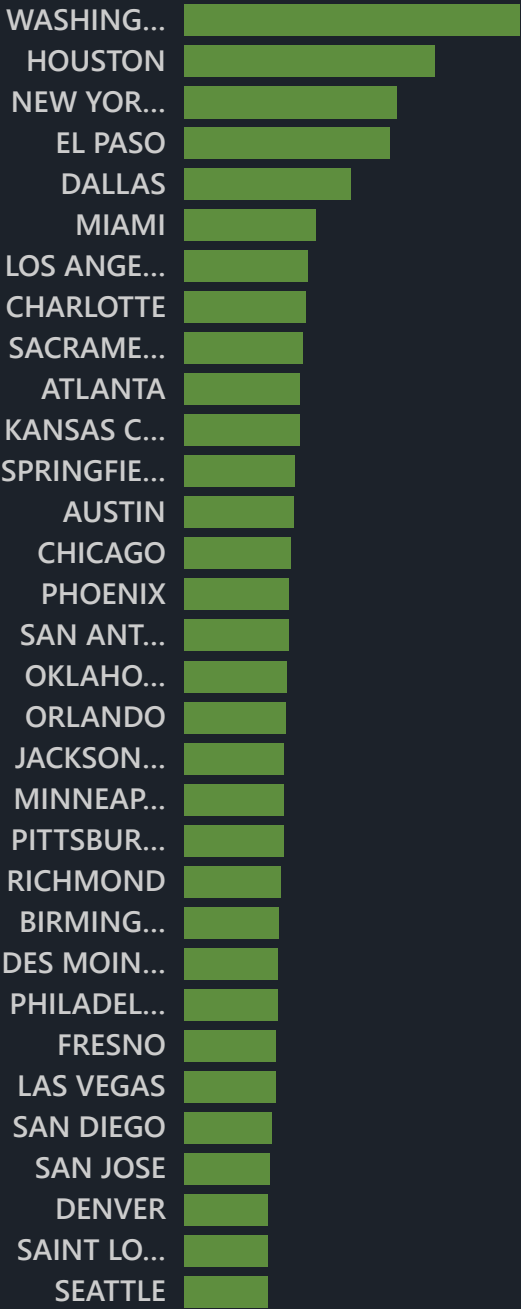
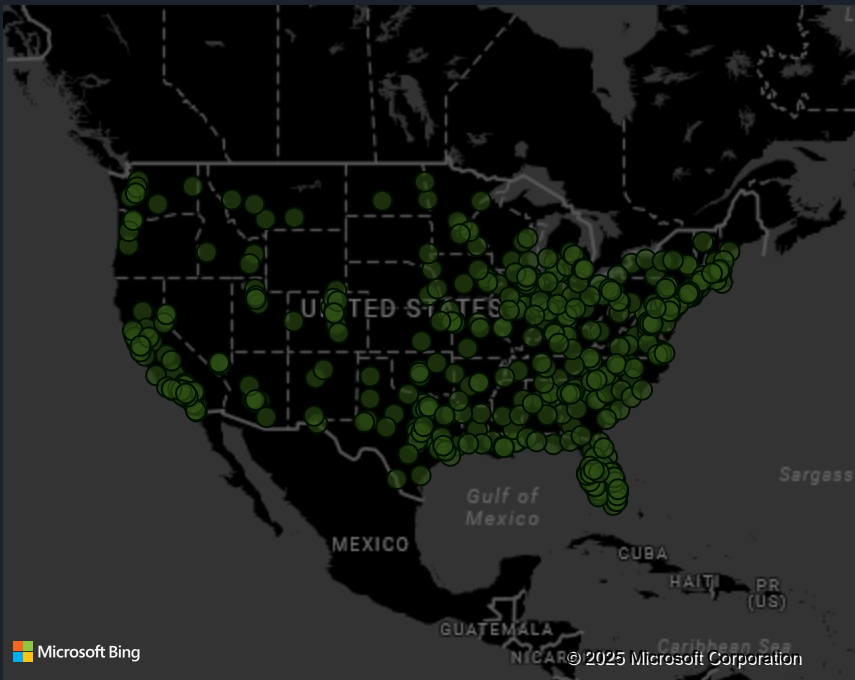
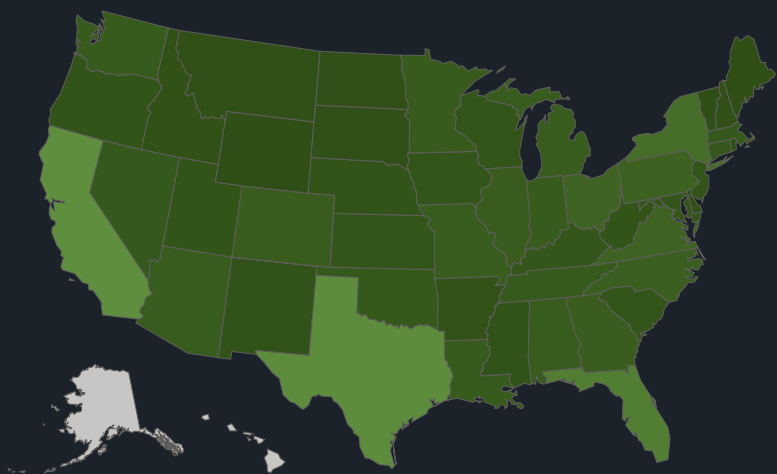
Gateway

All

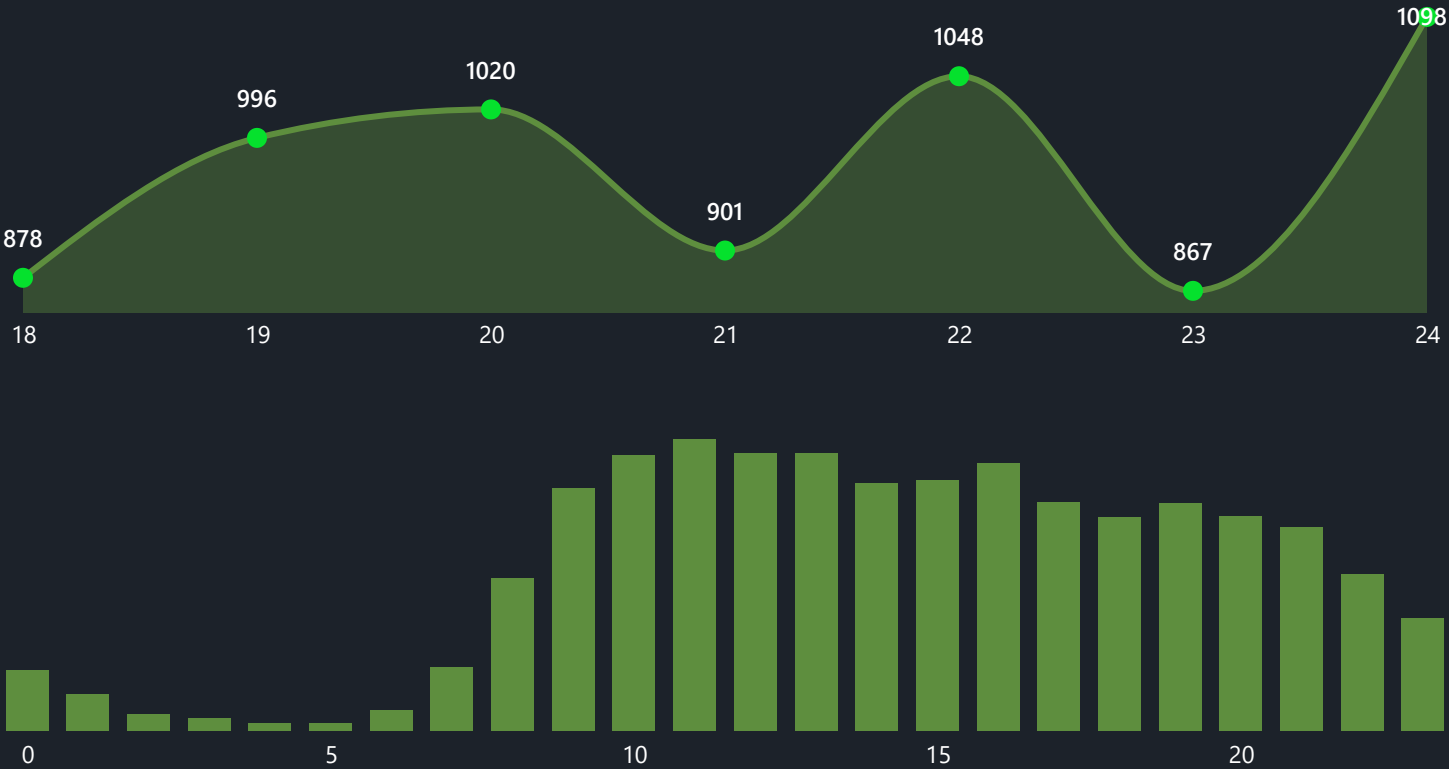
Province

All

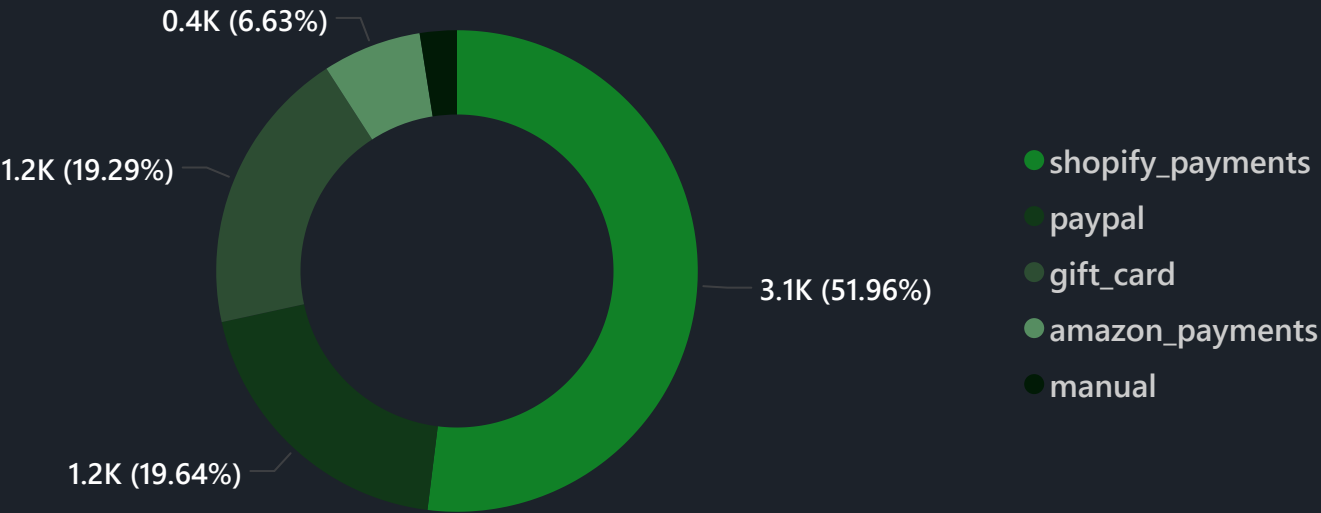
Regional Overview - Province & Cities By Total Customer



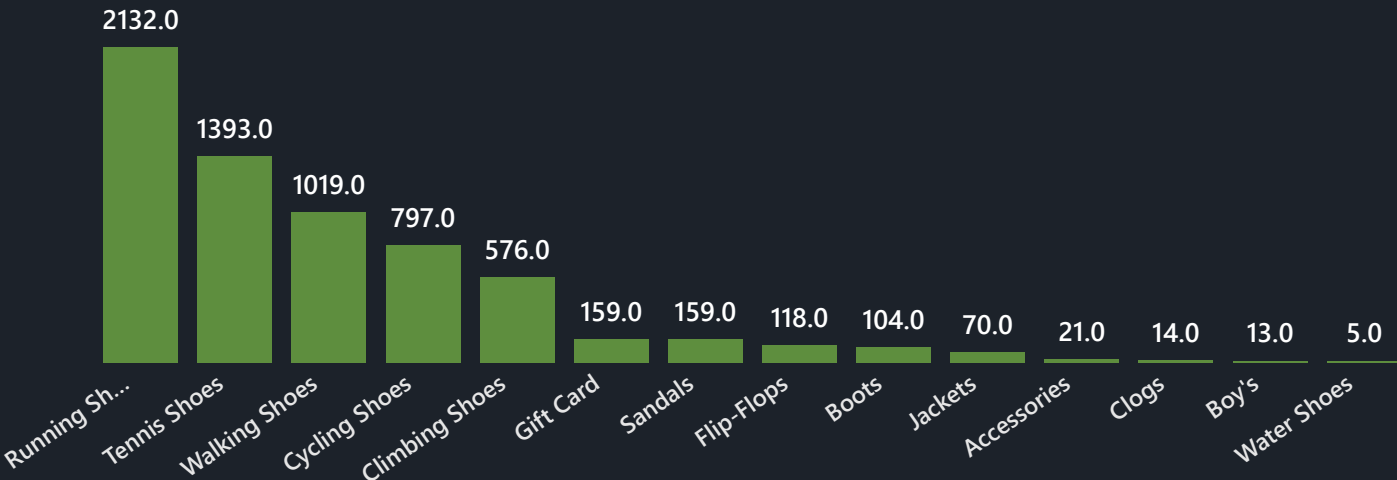
Total Customer Trends Over Time



Total Customer By Gateway Payment Method



Total Customer By Product Type





SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Order Number	Full Name	Customer Id	Province	CITY	Zip code	Product Type	Gateway	Net sales	Total Tax	Price Usd
6987	Theodoric Brazenor	1556	Michigan	DETROIT	82040	Tennis Shoes	shopify_payments	\$6,319	631.91	6,951.04
4087	Rubi Belt	1889	North Dakota	FARGO	56401	Running Shoes	shopify_payments	\$1,525	152.51	1,677.64
6537	Cointon Gosselin	10	Florida	ORLANDO	51316	Walking Shoes	shopify_payments	\$1,465	146.46	1,611.09
4668	Carry Nudd	1598	Louisiana	NEW ORLEANS	8472	Cycling Shoes	shopify_payments	\$1,458	145.81	1,603.94
4088	Kalle Scraney	5044	Idaho	BOISE	72872	Climbing Shoes	paypal	\$1,455	145.51	1,600.64
319	Trix Levine	1787	Oklahoma	OKLAHOMA CITY	78303	Walking Shoes	gift_card	\$1,319	131.91	1,451.04
5815	Amalie Sarra	3687	Pennsylvania	ERIE	92502	Running Shoes	shopify_payments	\$1,281	128.11	1,409.24
3812	Irvin Sauter	1455	Michigan	ANN ARBOR	51688	Cycling Shoes	shopify_payments	\$1,254	125.35	1,378.88
6156	Bronson Beecham	5778	New York	ALBANY	47986	Running Shoes	shopify_payments	\$1,223	122.31	1,345.44
3207	Sutton Strelitzki	4452	Kentucky	LEXINGTON	92149	Climbing Shoes	shopify_payments	\$1,222	122.15	1,343.68
5513	Prudi Grealley	3970	Iowa	DES MOINES	3595	Sandals	shopify_payments	\$1,211	121.11	1,332.24
1479	Kenon Elstow	5962	District of Columbia	WASHINGTON	64759	Walking Shoes	paypal	\$1,183	118.31	1,301.44
7349	Estevan Malthus	2156	Ohio	DAYTON	26610	Running Shoes	paypal	\$1,173	117.31	1,290.44
2406	Silas Rapelli	6105	Florida	DAYTONA BEACH	54768	Running Shoes	shopify_payments	\$1,159	115.91	1,275.04
1807	Garrot Newcomb	606	Pennsylvania	ALLENTOWN	24598	Walking Shoes	shopify_payments	\$1,135	113.51	1,248.64
1165	Aggi Treswell	4892	Pennsylvania	PHILADELPHIA	81259	Running Shoes	paypal	\$1,129	112.91	1,242.04
5376	Maxim Weyland	4741	Maine	PORTLAND	7590	Tennis Shoes	shopify_payments	\$1,125	112.51	1,237.64
5721	Mikael Shirt	4578	Indiana	INDIANAPOLIS	64989	Running Shoes	shopify_payments	\$1,075	107.51	1,182.64
7104	Rhonda Bulbrook	3910	Texas	CORPUS CHRISTI	95354	Tennis Shoes	paypal	\$1,065	106.47	1,171.20
4842	Henrietta Clavey	3888	Louisiana	MONROE	88358	Climbing Shoes	paypal	\$1,058	105.75	1,163.28
5597	Wes Sponder	1854	Michigan	MUSKEGON	59679	Walking Shoes	gift_card	\$1,041	104.11	1,145.24
4748	Vivia McKerley	5438	Minnesota	SAINT PAUL	93608	Gift Card	shopify_payments	\$1,039	103.91	1,143.04
6890	Hadlee Szimoni	4689	Indiana	LAFAYETTE	55467	Climbing Shoes	shopify_payments	\$1,038	103.83	1,142.16
3104	Cly Arnopp	4274	Massachusetts	NEW BEDFORD	57332	Running Shoes	shopify_payments	\$1,037	103.71	1,140.84
6507	Isaiah Ditt	5134	Wisconsin	GREEN BAY	36126	Climbing Shoes	shopify_payments	\$1,037	103.67	1,140.40
1415	Min Reedyhough	3842	Arizona	TUCSON	13446	Walking Shoes	amazon_payments	\$1,035	103.51	1,138.64
5188	Wadsworth Hayfield	425	Pennsylvania	PITTSBURGH	36813	Walking Shoes	paypal	\$1,027	102.71	1,129.84
3155	Pepillo Sidworth	767	Louisiana	SHREVEPORT	18352	Walking Shoes	shopify_payments	\$1,026	102.63	1,128.96
4173	Lina Creser	389	Pennsylvania	JOHNSTOWN	22586	Cycling Shoes	shopify_payments	\$1,025	102.51	1,127.64
745	Burg Thorndale	1239	Kansas	WICHITA	3651	Walking Shoes	paypal	\$1,025	102.47	1,127.20
4577	Hartwell Messiter	5049	District of Columbia	WASHINGTON	2016	Tennis Shoes	manual	\$1,017	101.71	1,118.84
6712	Kial Antonov	6319	California	LONG BEACH	7369	Tennis Shoes	shopify_payments	\$1,017	101.71	1,118.84
6246	Luca Marjoram	3940	South Carolina	COLUMBIA	39729	Running Shoes	shopify_payments	\$1,009	100.91	1,110.04
7305	Margalo Lofthouse	3839	Nevada	LAS VEGAS	69775	Cycling Shoes	shopify_payments	\$1,004	100.39	1,104.32
7179	Noland Maier	5888	Texas	EL PASO	91538	Running Shoes	shopify_payments	\$991	99.11	1,090.24
2066	Noel Brian	3	Connecticut	NORWALK	83737	Tennis Shoes	shopify_payments	\$987	98.71	1,085.84
3616	Ottilie Cockshot	2504	Florida	ORLANDO	10792	Climbing Shoes	amazon_payments	\$987	98.71	1,085.84
4497	Erika Knifton	1994	Nevada	LAS VEGAS	2058	Walking Shoes	shopify_payments	\$987	98.71	1,085.84
5288	Valenka Theodore	295	Indiana	GARY	98656	Walking Shoes	shopify_payments	\$985	98.51	1,083.64
4202	Cherice Burgen	4648	Texas	HOUSTON	48938	Tennis Shoes	shopify_payments	\$985	98.47	1,083.20
4728	Farrell Mocquer	2321	Georgia	MACON	57995	Running Shoes	amazon_payments	\$977	97.71	1,074.84
5762	Sawyer Fernez	1267	New Jersey	JERSEY CITY	25316	Walking Shoes	manual	\$977	97.71	1,074.84
7246	Tymon Duer	2228	Missouri	KANSAS CITY	25721	Walking Shoes	shopify_payments	\$977	97.71	1,074.84
3349	Mikey Brasener	3228	Arkansas	NORTH LITTLE ROCK	9833	Walking Shoes	shopify_payments	\$972	97.19	1,069.12
3081	Dorice Ragot	4501	Washington	SEATTLE	34726	Cycling Shoes	amazon_payments	\$967	96.71	1,063.84
7194	Juli Beard	4792	California	HUNTINGTON BEACH	4278	Cycling Shoes	shopify_payments	\$959	95.91	1,055.04
6773	Hedvige Ludewig	5519	California	RIVERSIDE	50890	Walking Shoes	shopify_payments	\$957	95.71	1,052.84
2172	Linell Uff	577	Arizona	PHOENIX	7796	Running Shoes	paypal	\$948	94.79	1,042.72
2959	Theobald Jirousek	6468	Florida	MIAMI	3039	Walking Shoes	shopify_payments	\$948	94.79	1,042.72
5306	Lusa Lortzing	2071	Mississippi	BILOXI	83533	Cycling Shoes	shopify_payments	\$946	94.63	1,040.96
2560	Roxana McMillian	4531	Georgia	ATLANTA	49866	Walking Shoes	shopify_payments	\$944	94.41	1,038.54
3169	Karel Freckingham	2426	Kentucky	LOUISVILLE	50193	Sandals	shopify_payments	\$937	93.71	1,030.84
3175	Kirsti Starbeck	5560	Washinaton	SEATTLE	43772	Runnina Shoes	paypal	\$937	93.71	1,030.84
Total	Aarika Stallen	0	Alabama	ABILENE	367597147	Accessories	amazon_payments	\$4,180,874	418,087.35	4,598,960.87