



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction Performance	\$4,180,874	7534	\$562.6
	Net Sales	Total Quantity	Net avg order value
Customer Purchase Behaviour	4431	2392	2039
	Total Customers	Single Order Customers	Repeat Customers
Retention & Value KPIs	\$943.6	46%	1.68
	Life Time Value	Repeat Rate	Purchase Frequency

Select Measure

Net Sales

Gateway

All

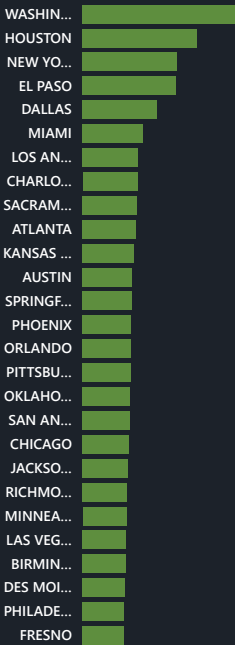
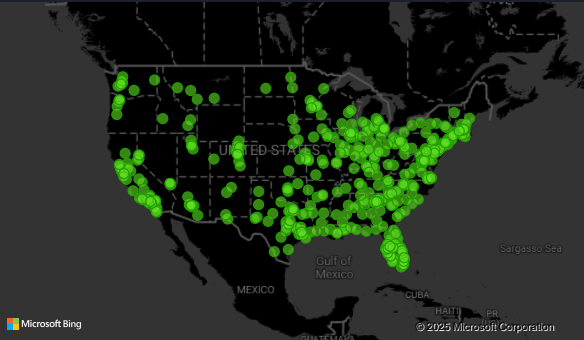
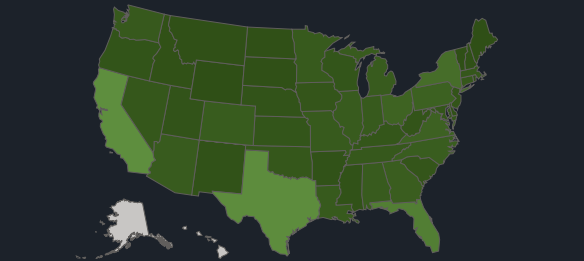
Product Type

All

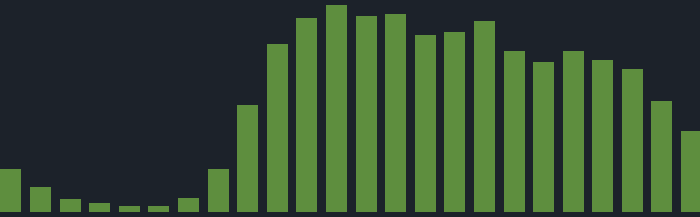
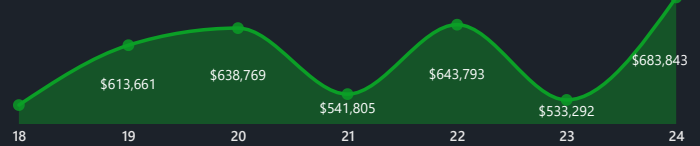
Province

All

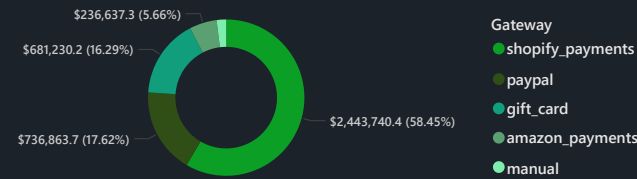
Regional Overview - Province & Cities by Net Sales



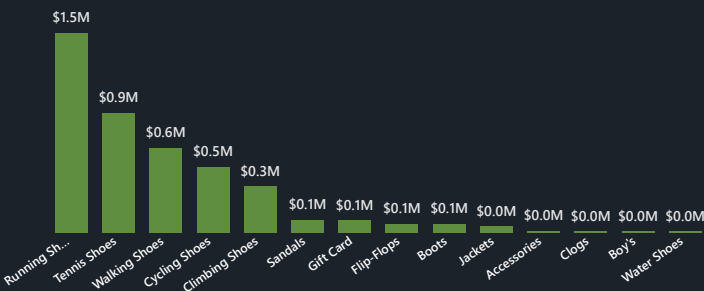
Net Sales Trend Over Time



Net Sales By Gateway Payment Method



Net Sales By Product Type





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Order Number	Customer Name	Count of Customer Id	Billing Address Province	CITY	Sum of Billing Address Zip	Product Type	Gateway	Net Sales	Sum of Total Tax	Sum of Total Price Usd
0	Roselia Pidgen	1	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555.64
1	Gideon Viney	1	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92
2	Henka Giorgini	1	California	ORANGE	57153	Tennis Shoes	paypal	\$518	51.75	569.28
3	Candy Bilbey	1	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	53.19	585.12
4	Freida Argent	1	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	49.71	546.84
5	Haley Leyfield	1	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	568.84
6	Lisette Scarborough	1	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	57.99	637.92
7	Gustaf Esterbrook	1	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	57.99	637.92
8	Marcella Rengger	1	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	854.29
9	Zollie Egan	1	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	52.71	579.84
10	Ailyn Broadberrie	1	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	65.05	715.58
11	Catharina Mathieu	1	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	546.84
12	Arlene Pescott	1	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16
13	Jennie Petters	1	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	49.35	542.88
14	Tiffani Hatrey	1	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	52.71	579.84
15	Ddene Thake	1	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	51.71	568.84
16	Thoma Kewley	1	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84
17	Jaimie Toffetto	1	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	63.51	698.64
18	Edik McMurdo	1	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	51.75	569.28
19	Erskine Itzakson	1	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	73.11	804.24
20	Dannie Delea	1	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	51.71	568.84
21	Cacilia Mathew	1	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	50.51	555.64
22	Dene Wylde	1	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	49.35	542.88
23	Tyrone Ogborne	1	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	51.75	569.28
24	Kari Ceschini	1	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	55.51	610.64
25	Dorey McKeighan	1	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546.84
26	Dorene Malthouse	1	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	61.51	676.64
27	Vergil Docwra	1	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	610.64
28	Georgeanne Abramamovh	1	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	57.99	637.92
29	Halli Lovel	1	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	50.71	557.84
30	Laureen Sawtell	1	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	52.71	579.84
31	Brent Croxon	1	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	49.76	547.39
32	Roland Dumigan	1	Louisiana	SHREVEPORT	91713	Tennis Shoes	shopify_payments	\$565	56.51	621.64
33	Munmro Gascar	1	Texas	EL PASO	50733	Walking Shoes	amazon_payments	\$537	53.71	590.84
34	Reg Douth	1	California	PASADENA	14557	Running Shoes	paypal	\$486	48.55	534.08
35	Jenna Hustler	1	North Carolina	WILMINGTON	42168	Walking Shoes	shopify_payments	\$585	58.51	643.64
36	Porter Mundford	1	Indiana	GARY	83288	Tennis Shoes	paypal	\$507	50.71	557.84
37	Udale Gerrad	1	Michigan	DETROIT	35066	Walking Shoes	shopify_payments	\$673	67.27	740.00
38	Dion Carlucci	1	Texas	ROUND ROCK	5039	Tennis Shoes	shopify_payments	\$494	49.35	542.88
39	Thedric Eddington	1	Texas	BEAUMONT	97142	Cycling Shoes	shopify_payments	\$527	52.71	579.84
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87