



# Shopify : sales and customer funnel report

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DASHBOARD

DATA TABLE

MEASURE

TOTAL NET...

GATEWAY

All

PROVINCE

All

# SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

Transaction  
Performance

TOTAL NET SALES

\$4,180,874

TOTAL QUANTITY

7534

AVG NET ORDER...

\$562.63

Customer

Purchase  
behavior

TOTAL CUSTOMER

4431

SINGLE ORDER...

2392

REPEATED...

2039

Retention and  
value KPI

LIFE TIME VALUE

\$943.55

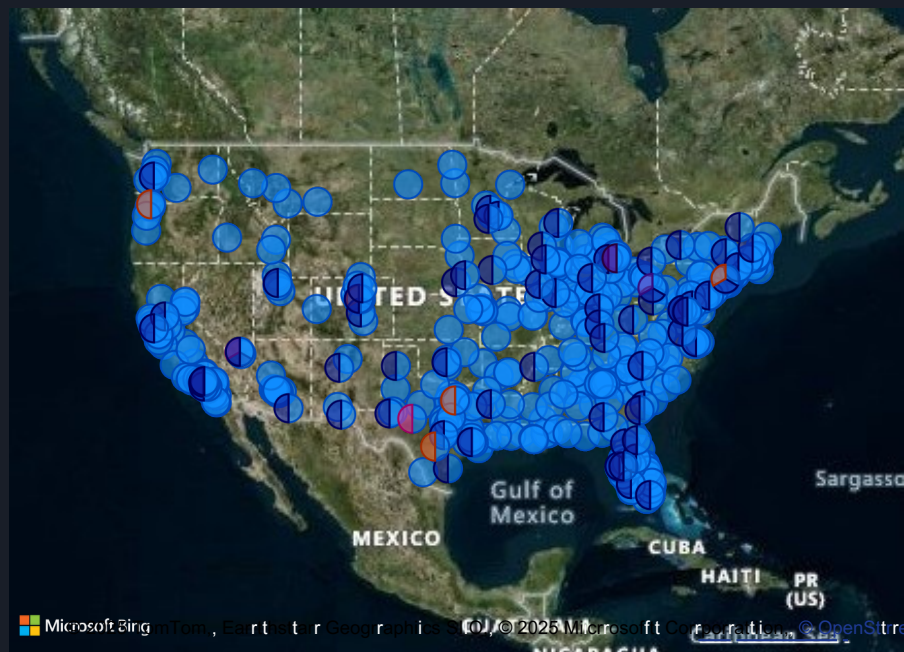
REPEAT RATE

46%

PURCHASE...

2

Regional Overview - Province & Cities by Net Sales



Quantity 1 2 3 4 5 7

TOTAL NET SALES by CITY

WASHIN...

HOUSTON

NEW YO...

EL PASO

DALLAS

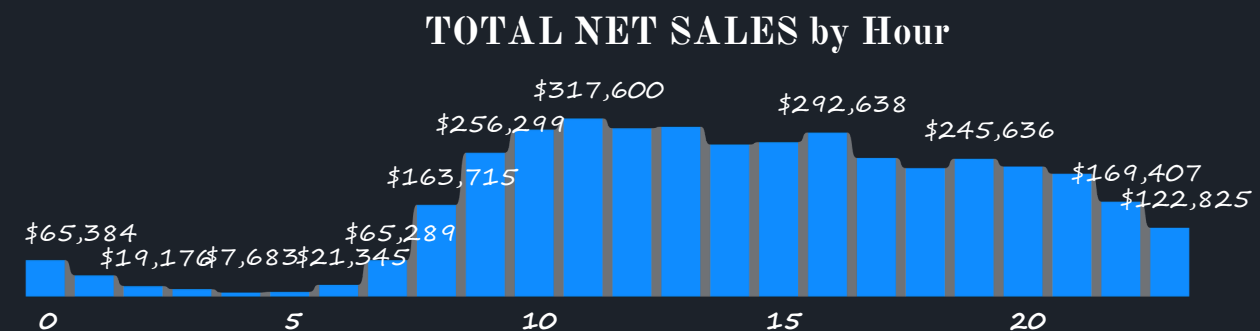
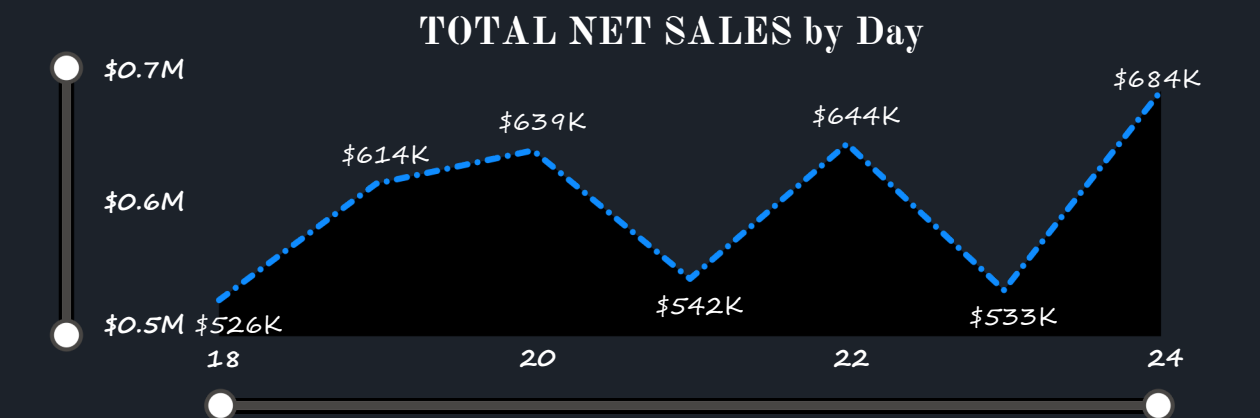
MIAMI

LOS AN...

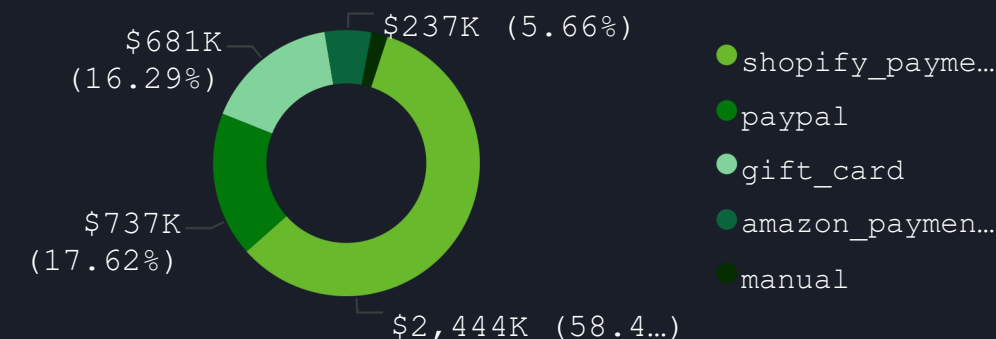
CHARLO...

SACRA...

ATLANTA



Net Sales by gateway payment method



Net Sales by Product type





# PROJECT WORKFLOW

01

Understood the business use case & data goals

02

Explored raw data for structure and limitations

03

Connected and cleaned the data inside Power BI

04

Built relationships and data model

05

Created required DAX calculations for KPIs

06

Planned dashboard layout and storytelling flow

07

Designed visuals and formatted charts

08

Finalized dashboard and extracted insights





# **BUSINESS OBJECTIVE**



Objective of the Dashboard:

To analyze Shopify store sales data and derive insights on sales performance, customer behavior, and overall growth trends.

The dashboard is designed to help decision-makers spot patterns in purchases, repeat orders, and high-performing products.



# Key KPIs Tracked



## Sales Overview

- Net Sales: Total revenue before tax
- Quantity Sold: Number of products sold
- Avg. Order Value (AOV): Revenue per order excluding tax



## Customer Behavior

- Total Unique Customers
- One-Time Buyers vs Repeat Customers



## Retention & Growth

- Lifetime Value (LTV)
- Repeat Purchase Rate
- Avg. Purchase Frequency



# CHARTS & VISUALS USED

## Geo Analysis

- Province Map: Color-coded performance
- City Bubble Map: Density-based customer/revenue hotspots
- Bar Chart: Top cities comparison

## Time Analysis

- Daily Trend (Area Chart)
- Hourly Trend (Line/Bar)
- Helped in spotting peak sales time windows

## Payment & Product Trends

- Most preferred payment methods
- Top performing product categories by revenue and volume

## Detail-Level Insights

Drill-through enabled to track orders, customers, or products at a granular level

