



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

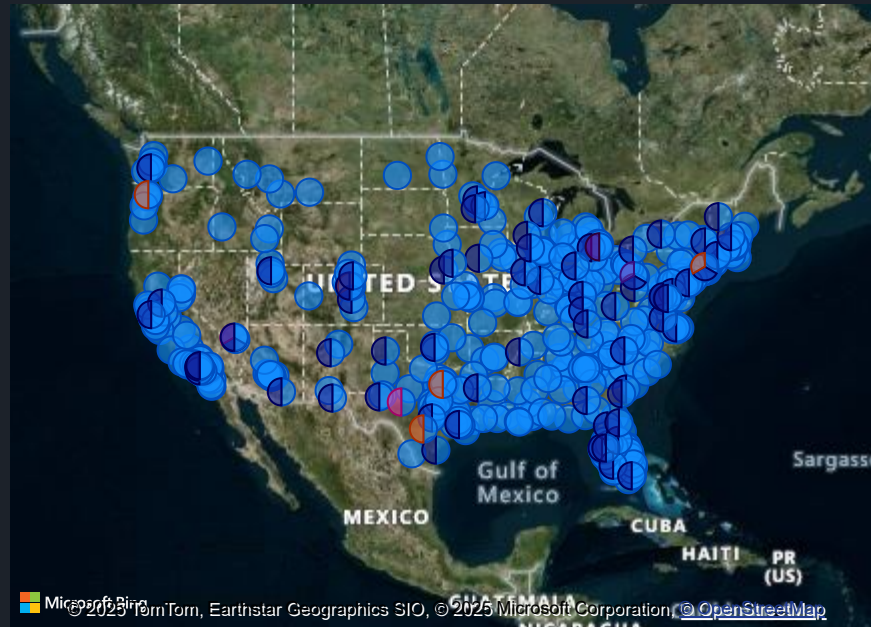
Retention and value KPI

LIFE TIME VALUE
\$943.55

REPEAT RATE
46%

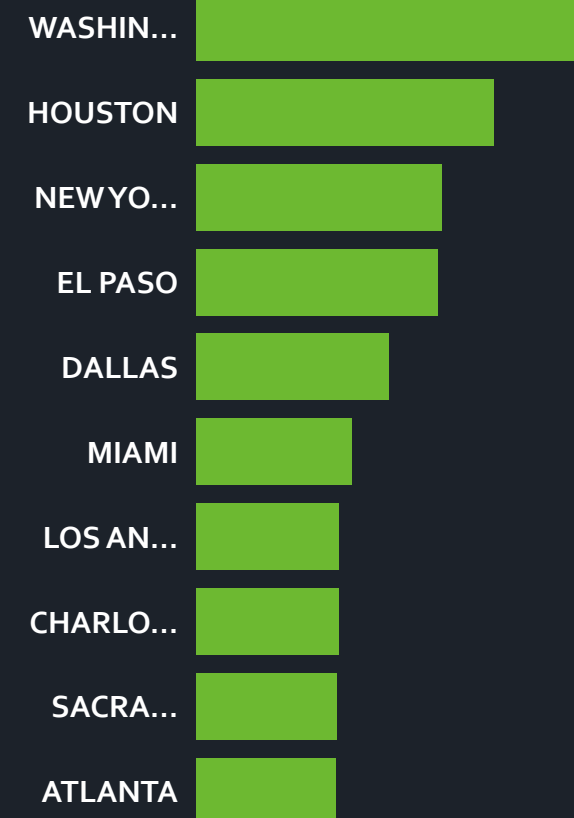
PURCHASE...
2

Regional Overview - Province & Cities by Net Sales

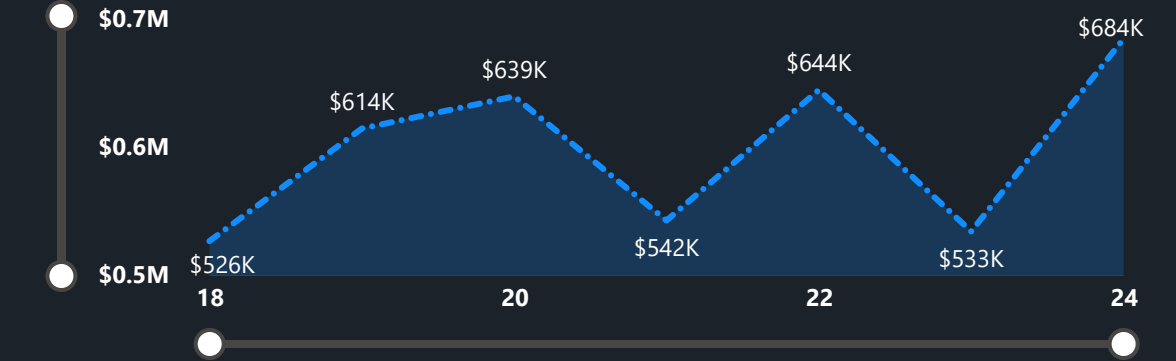


Quantity 1 2 3 4 5 7

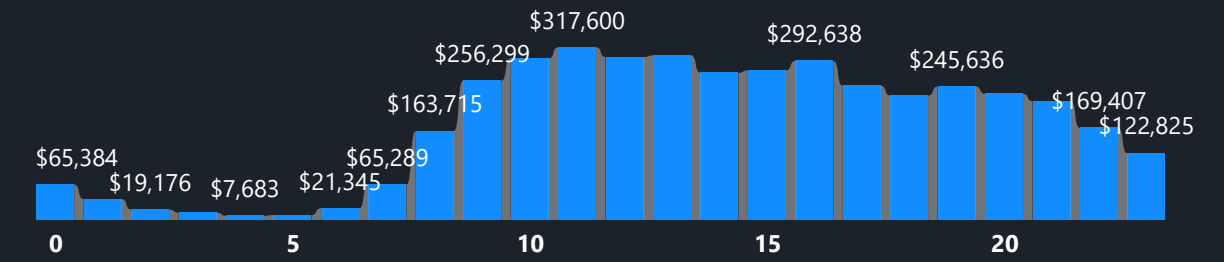
TOTAL NET SALES by CITY



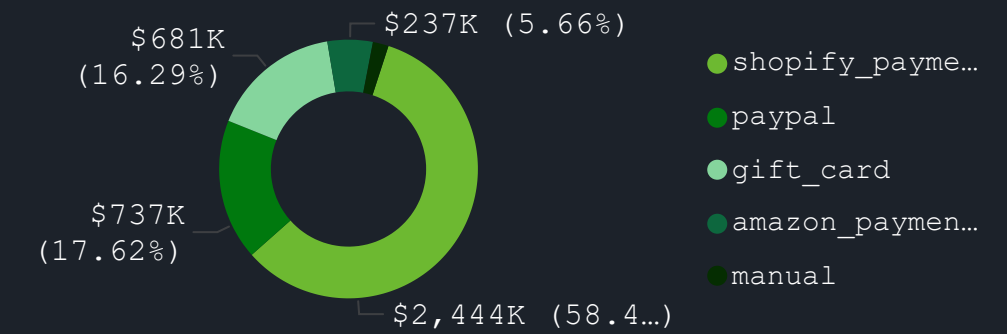
TOTAL NET SALES by Day



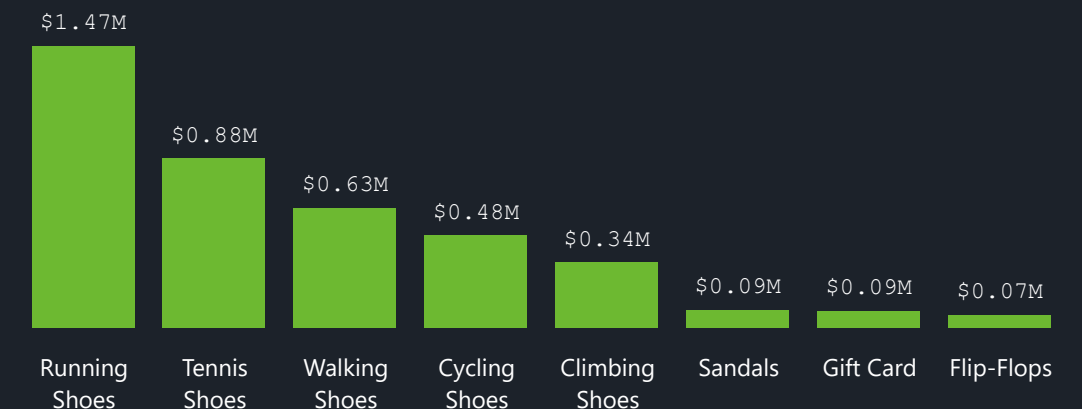
TOTAL NET SALES by Hour



Net Sales by gateway payment method



Net Sales by Product type





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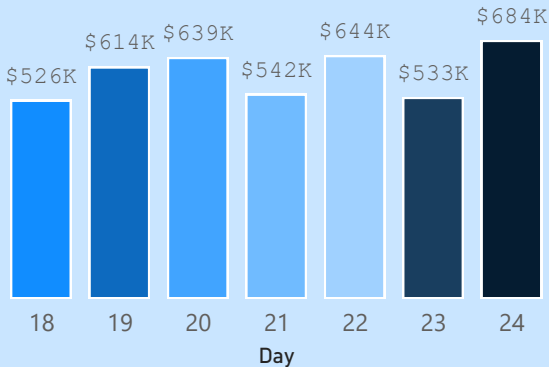


DASHBOARD

DATA TABLE

Order Number	Customer Id	Customer Name	City	Province	Sum of Billing Address Zip	Product Type	Gateway	Total Net Sales	Sum of Total Tax	Sum of Total Price U
1479	5962	Kenon Elstow	WASHINGTON	District of Columbia	64759	Walking Shoes	paypal	\$1,183	118.31	1,301
4577	5049	Hartwell Messiter	WASHINGTON	District of Columbia	2016	Tennis Shoes	manual	\$1,017	101.71	1,118
1789	1299	Ericha Guly	WASHINGTON	District of Columbia	52215	Sandals	amazon_payments	\$900	89.96	989
5141	2395	Orelle Fernant	WASHINGTON	District of Columbia	83913	Walking Shoes	shopify_payments	\$894	89.35	982
1173	1833	Geralda Gapper	WASHINGTON	District of Columbia	13317	Running Shoes	shopify_payments	\$831	83.11	914
5581	4390	Bartholomeo Gier	WASHINGTON	District of Columbia	74830	Tennis Shoes	shopify_payments	\$771	77.11	848
800	5541	Juliann Phillp	WASHINGTON	District of Columbia	68127	Walking Shoes	amazon_payments	\$733	73.31	806
5385	3557	Alyse Hamal	WASHINGTON	District of Columbia	18354	Cycling Shoes	shopify_payments	\$728	72.81	800
2376	3496	Marcelo Petto	WASHINGTON	District of Columbia	96836	Running Shoes	shopify_payments	\$723	72.31	795
7430	1608	Oralle Deehan	WASHINGTON	District of Columbia	71357	Tennis Shoes	paypal	\$713	71.31	784
2295	2196	Erny Luciani	WASHINGTON	District of Columbia	41680	Sandals	shopify_payments	\$711	71.11	782
7321	6039	Marcelo Hoppner	WASHINGTON	District of Columbia	34425	Cycling Shoes	amazon_payments	\$703	70.31	773
2184	4867	Florie Ambrodi	WASHINGTON	District of Columbia	74495	Running Shoes	shopify_payments	\$693	69.31	762
3056	3080	Fania Shurman	WASHINGTON	District of Columbia	85965	Tennis Shoes	shopify_payments	\$693	69.31	762
4225	4602	Hastie Toffanini	WASHINGTON	District of Columbia	98705	Tennis Shoes	paypal	\$673	67.27	740
2857	2775	Sumner Jehaes	WASHINGTON	District of Columbia	96528	Sandals	amazon_payments	\$671	67.11	738
1155	2121	Sibbie Rissen	WASHINGTON	District of Columbia	85180	Tennis Shoes	shopify_payments	\$658	65.83	724
2119	5	Guglielma Vamplus	WASHINGTON	District of Columbia	39786	Boots	paypal	\$657	65.67	722
4693	5749	Jamil Ofield	WASHINGTON	District of Columbia	88718	Tennis Shoes	paypal	\$650	65.03	715
185	605	Noak Kybert	WASHINGTON	District of Columbia	30076	Tennis Shoes	shopify_payments	\$643	64.31	707
594	572	Stanislas Bartke	WASHINGTON	District of Columbia	51397	Gift Card	shopify_payments	\$639	63.91	703
818	5143	Papagena Pasquale	WASHINGTON	District of Columbia	70554	Gift Card	shopify_payments	\$639	63.91	703
1291	6214	Daveta Fozard	WASHINGTON	District of Columbia	91901	Tennis Shoes	shopify_payments	\$635	63.51	698
3252	5657	Miquela Ballchin	WASHINGTON	District of Columbia	88180	Tennis Shoes	shopify_payments	\$635	63.51	698
6880	1762	Mylo Labat	WASHINGTON	District of Columbia	21781	Running Shoes	paypal	\$635	63.51	698
6893	3137	Beulah Klimashevich	WASHINGTON	District of Columbia	45959	Walking Shoes	shopify_payments	\$634	63.43	697
2924	5384	Justis Boxall	WASHINGTON	District of Columbia	35484	Climbing Shoes	shopify_payments	\$626	62.56	688
299	6346	Bertina Knath	WASHINGTON	District of Columbia	77763	Walking Shoes	amazon_payments	\$625	62.51	687
2091	3848	Cathe Rabley	WASHINGTON	District of Columbia	86050	Tennis Shoes	paypal	\$625	62.51	687
6152	4776	Suki Cowndley	WASHINGTON	District of Columbia	68897	Running Shoes	amazon_payments	\$625	62.51	687
6377	4426	Ezechiel Porch	WASHINGTON	District of Columbia	59894	Cycling Shoes	shopify_payments	\$618	61.83	680
1491	1627	Lavinie Ricardou	WASHINGTON	District of Columbia	12774	Tennis Shoes	shopify_payments	\$615	61.51	676
4581	970	Berrie Heatherington	WASHINGTON	District of Columbia	38295	Running Shoes	shopify_payments	\$615	61.51	676
5647	4465	Alma Simon	WASHINGTON	District of Columbia	26671	Running Shoes	shopify_payments	\$615	61.51	676
Total					10356510			\$120,272	12,027.25	132,299.

Net sales trend





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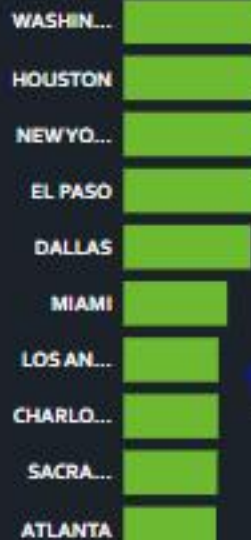
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Regional Overview - Province & Cities by Net Sales



Quantity 1 2 3 4 5 6 7

TOTAL NET SALE



TOTAL NET SALES by Day



TOTAL NET SALES by Hour



Net sales trend

