



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

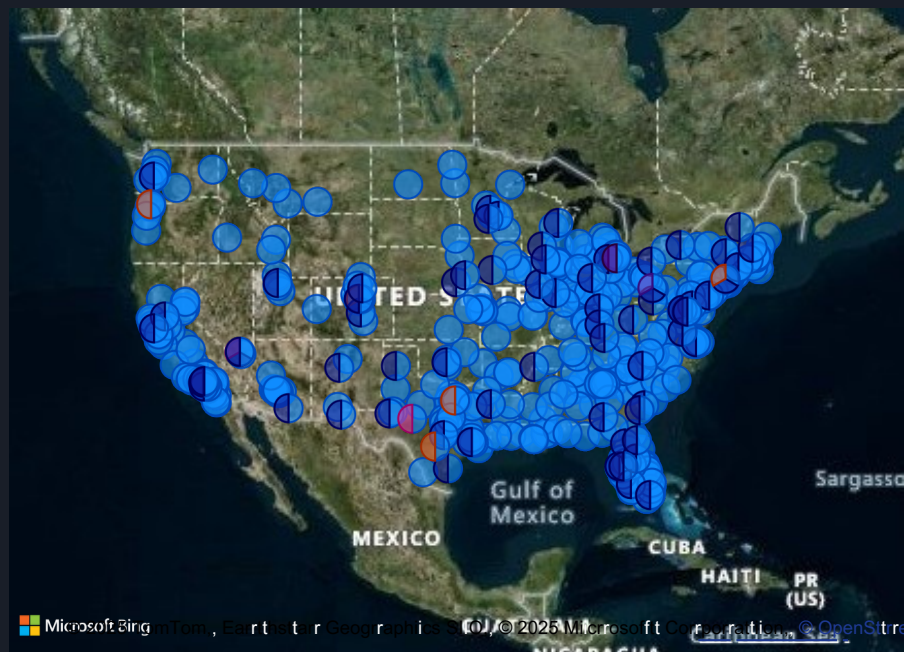
REPEAT RATE

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

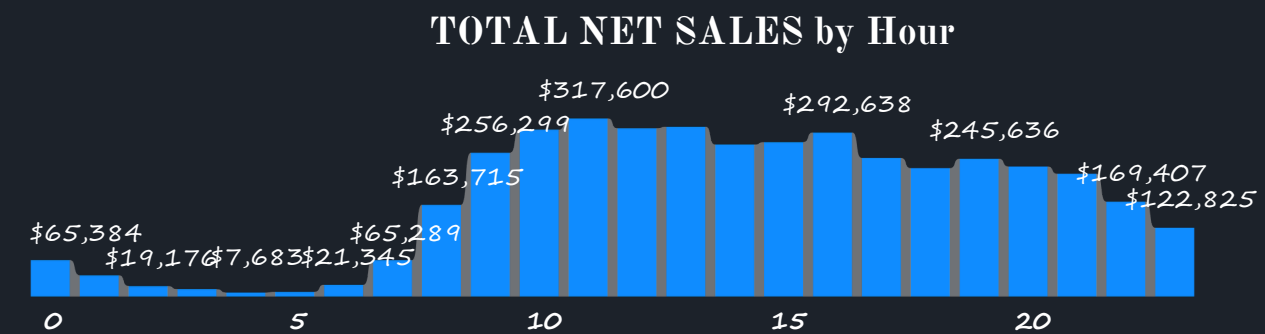
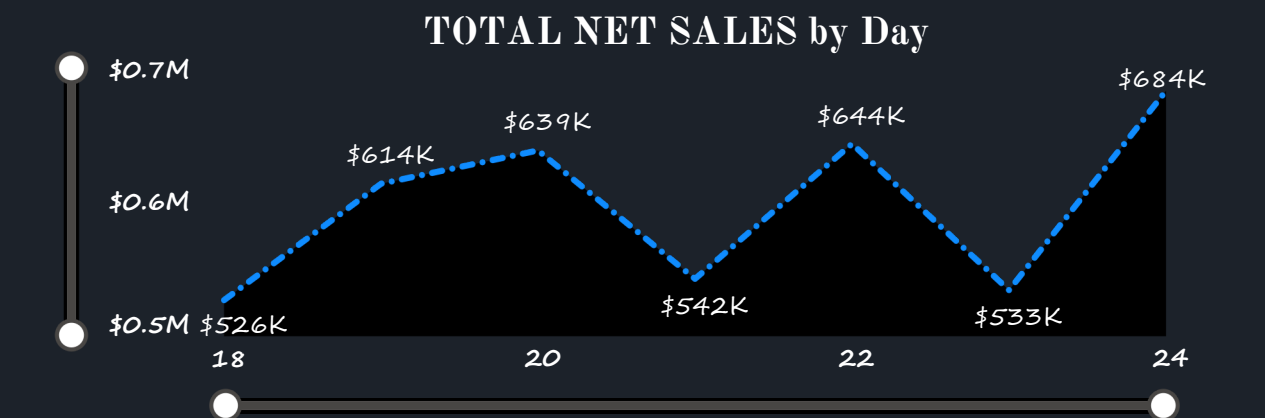
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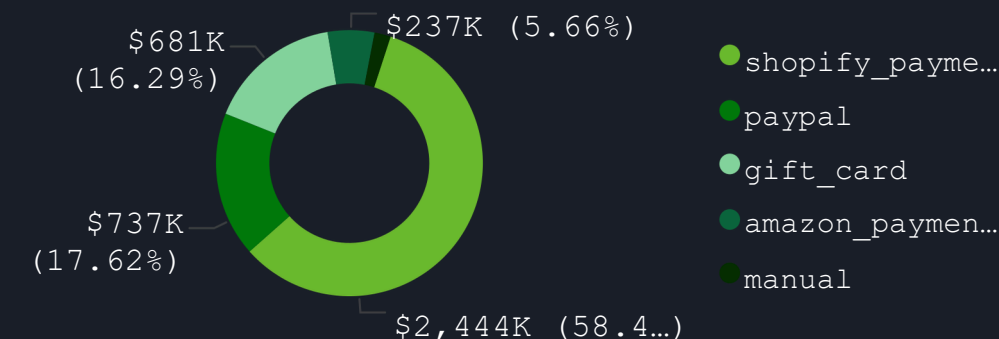
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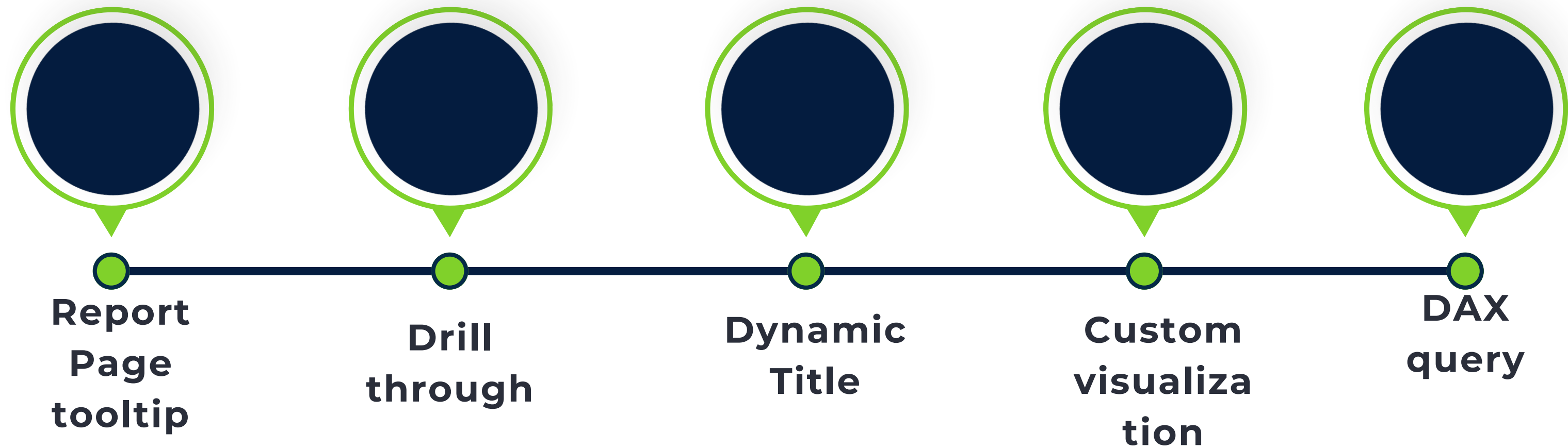
Net Sales by gateway payment method



Net Sales by Product type



Key features used



WHAT DID I LEARN ?

Learned to Correlate Product and Payment Preferences

I identified that Digital Wallets and Credit Cards were the most-used payment methods, and Apparel and Accessories were the top revenue-generating product types.

Tracked \$4.18 Million Net Sales Performance

I analyzed a total of \$4,180,874 in net sales, which gave me a deep understanding of how to measure overall revenue generation in Shopify-based e-commerce stores.

Sales Trend Insights by Time and Geography

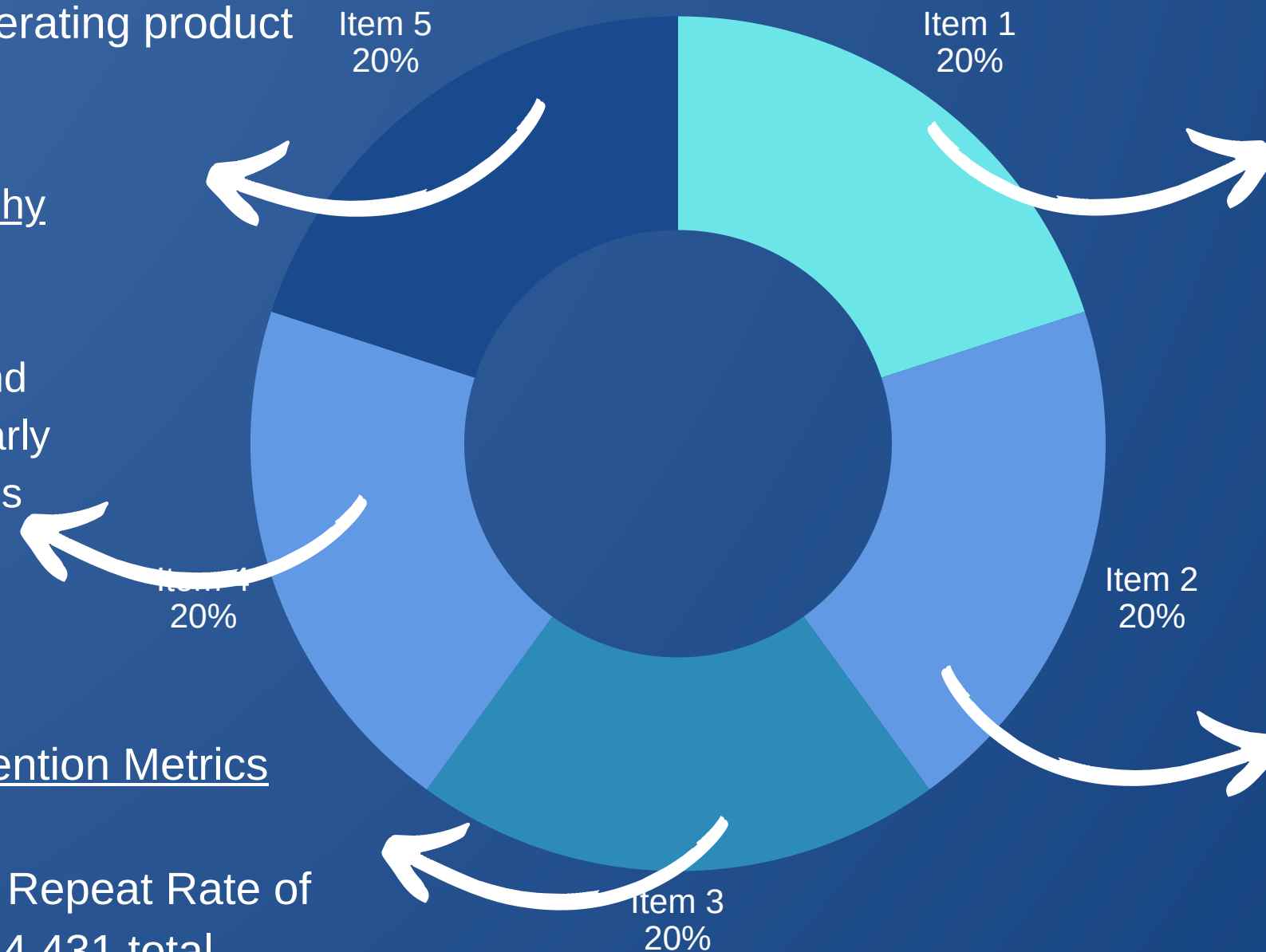
I visualized hourly sales spikes — for example, sales peaked between 10 AM and 3 PM, with highest sales around noon to early afternoon.— and found top-performing cities like Washington, Houston, and Dallas contributing to over 15% of total sales.

Calculated Customer Retention Metrics

Using DAX, I calculated a Repeat Rate of approx.46% (2,039 out of 4,431 total customers) helping me understand how customer loyalty influences overall revenue.

Analyzed 7,534 Orders to Understand Customer Behavior

Through 7,534 unique order transactions, I learned how to identify customer purchasing patterns, calculate average order values,(\$562.63) and segment users into repeat vs single-order customers.



What business decision could be made ?

1

Focus on High-Performing Product Categories

- Insight: Running Shoes (\$1.47M) and Tennis Shoes (\$0.88M) contribute the highest to total net sales.
- Decision: Increase marketing efforts and inventory for these two categories, and consider launching variants or premium versions to boost revenue further.

2

Invest in Repeat Customer Retention Strategy

- Insight: Repeat customer rate is 46%, with a lifetime value (LTV) of \$943.55 and an average of 2 purchases per repeat customer.
- Decision: Introduce loyalty programs, personalized offers, or early access to collections for repeat customers to push the LTV beyond \$1,000 and raise the repeat rate over 50%.

3

Optimize Sales by Time Analysis

- Insight: Highest net sales occur during hours 10 to 15, peaking around \$317,600.
- Decision: Schedule major email campaigns, website flash sales, and customer support availability during these hours to maximize conversion.

4

Expand Target in Top Revenue Cities

- Insight: Cities like Washington, Houston, New York, and Dallas are top-performing locations by net sales.
- Decision: Launch hyper-local digital marketing campaigns, influencer partnerships, or even pop-up shops in these cities to deepen brand presence and grow revenue.