

SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Transaction Performance	<div>\$4,180,874</div> <div>Net Sale</div>	<div>7534</div> <div>Total Quantity</div>	<div>\$562.6</div> <div>Net Avg Order Value</div>
Customer Purchase Behaviour	<div>4431</div> <div>Total Customer</div>	<div>2392</div> <div>Single Order Customers</div>	<div>2039</div> <div>Repeat Customers</div>
Retention & Value KPIs	<div>\$943.6</div> <div>Life Time Value</div>	<div>46%</div> <div>Repeat Rate</div>	<div>1.68</div> <div>Purchase Frequency</div>

Select Measure

All

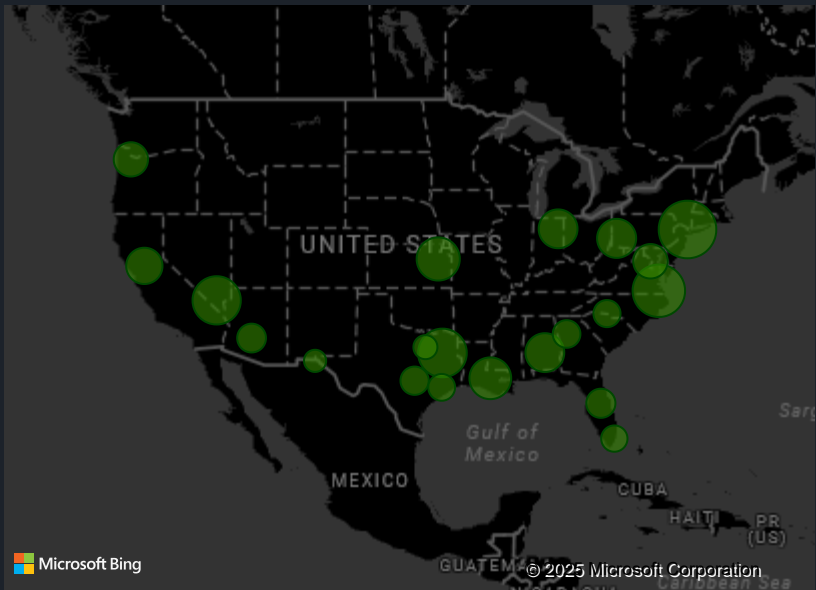
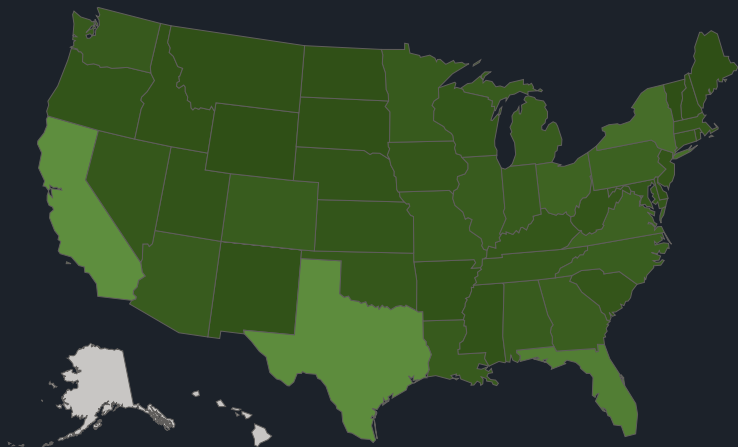
Gateway

All

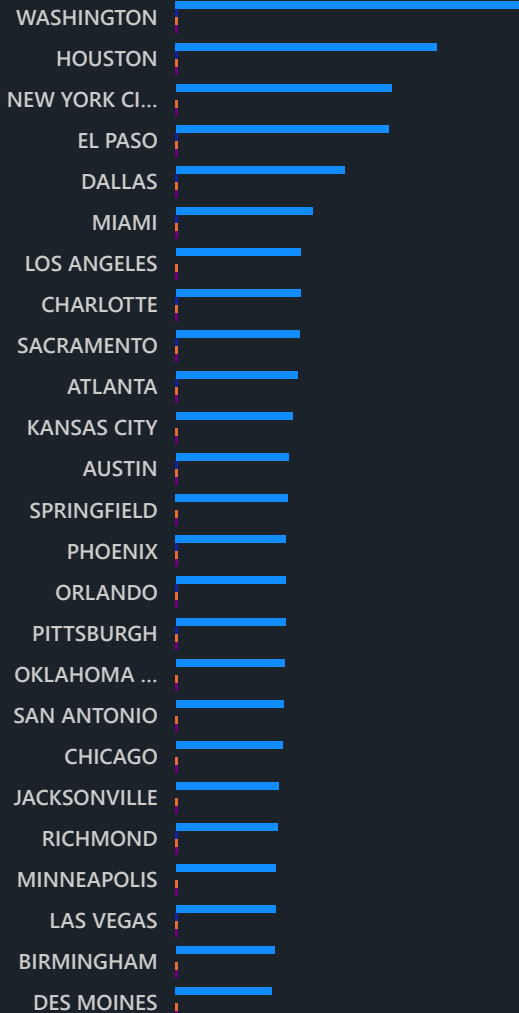
Province

All

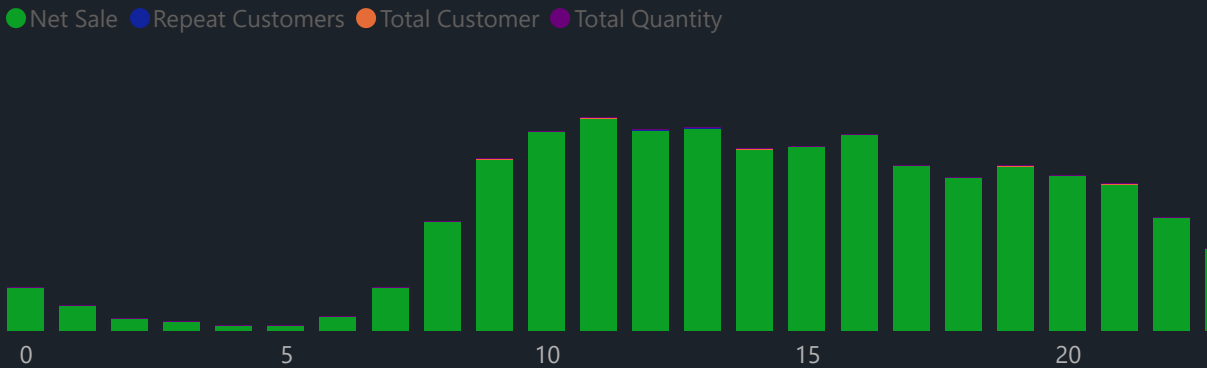
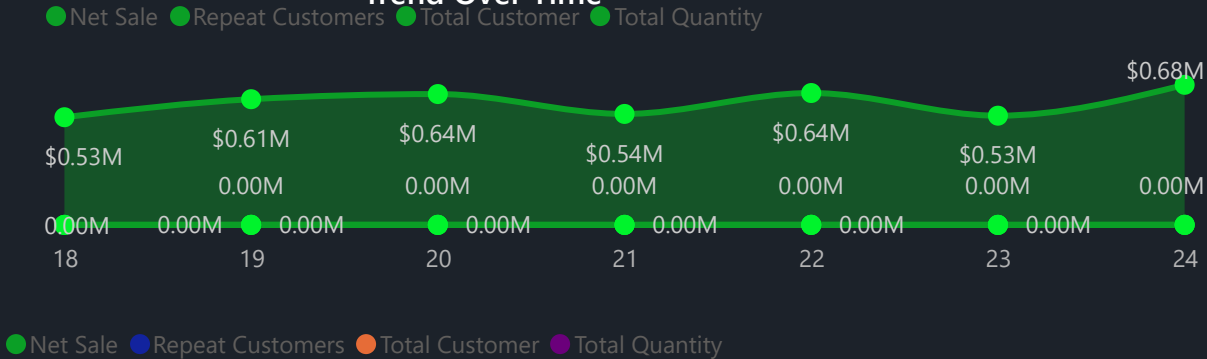
Regional Overview-Province & Cities By



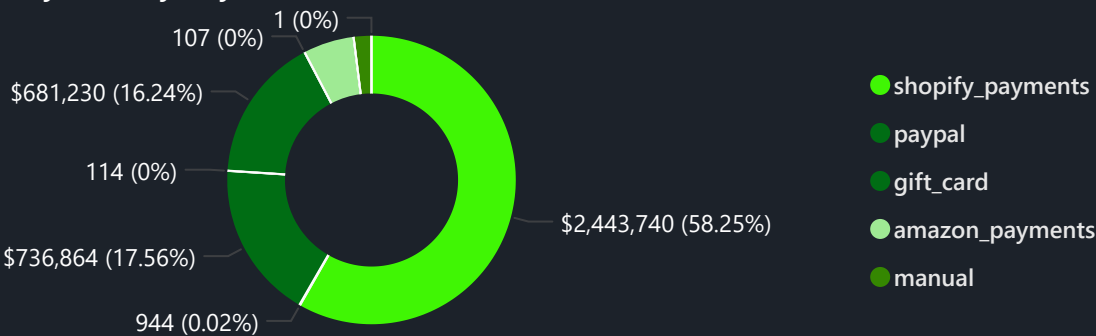
Net Sale Repeat Cust... Total Cust... Total Qua...



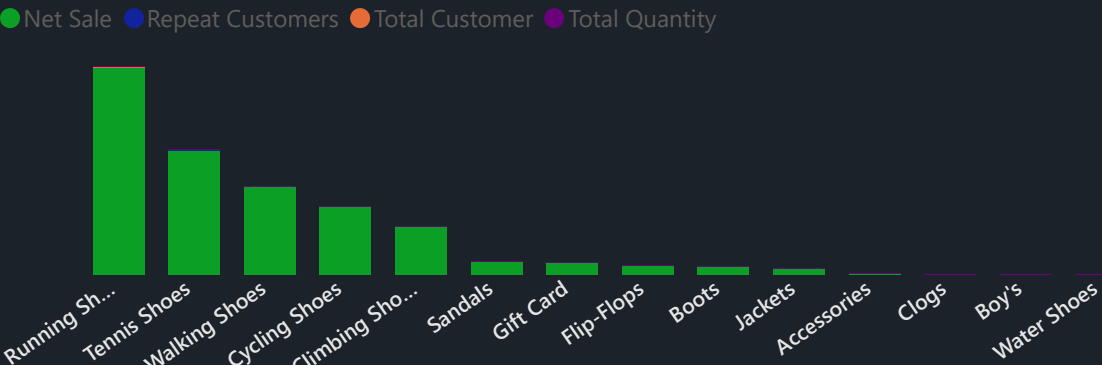
Trend Over Time



By Gatway Payment Method



By Gatway Payment Method



# SHOPIFY | SALES & CUSTOMER FUNNEL



Order Number	Customer Name	Customer Id	Country	Province	CITY	Address Zip	Product Type	Gateway	Net Sale	Total Tax	Total Price Usd
6987	Theodoric Brazenor	1	United States	Michigan	DETROIT	82040	Tennis Shoes	shopify_payments	\$6,319	631.91	6,951.04
4087	Rubi Belt	1	United States	North Dakota	FARGO	56401	Running Shoes	shopify_payments	\$1,525	152.51	1,677.64
6537	Cointon Gosselin	1	United States	Florida	ORLANDO	51316	Walking Shoes	shopify_payments	\$1,465	146.46	1,611.09
4668	Carry Nudd	1	United States	Louisiana	NEW ORLEANS	8472	Cycling Shoes	shopify_payments	\$1,458	145.81	1,603.94
4088	Kalle Scraney	1	United States	Idaho	BOISE	72872	Climbing Shoes	paypal	\$1,455	145.51	1,600.64
319	Trix Levine	1	United States	Oklahoma	OKLAHOMA CITY	78303	Walking Shoes	gift_card	\$1,319	131.91	1,451.04
5815	Amalie Sarra	1	United States	Pennsylvania	ERIE	92502	Running Shoes	shopify_payments	\$1,281	128.11	1,409.24
3812	Irvin Sauter	1	United States	Michigan	ANN ARBOR	51688	Cycling Shoes	shopify_payments	\$1,254	125.35	1,378.88
6156	Bronson Beecham	1	United States	New York	ALBANY	47986	Running Shoes	shopify_payments	\$1,223	122.31	1,345.44
3207	Sutton Strelitzki	1	United States	Kentucky	LEXINGTON	92149	Climbing Shoes	shopify_payments	\$1,222	122.15	1,343.68
5513	Prudi Grealley	1	United States	Iowa	DES MOINES	3595	Sandals	shopify_payments	\$1,211	121.11	1,332.24
1479	Kenon Elstow	1	United States	District of Columbia	WASHINGTON	64759	Walking Shoes	paypal	\$1,183	118.31	1,301.44
7349	Estevan Malthus	1	United States	Ohio	DAYTON	26610	Running Shoes	paypal	\$1,173	117.31	1,290.44
2406	Silas Rapelli	1	United States	Florida	DAYTONA BEACH	54768	Running Shoes	shopify_payments	\$1,159	115.91	1,275.04
1807	Garrot Newcomb	1	United States	Pennsylvania	ALLENTOWN	24598	Walking Shoes	shopify_payments	\$1,135	113.51	1,248.64
1165	Aggi Treswell	1	United States	Pennsylvania	PHILADELPHIA	81259	Running Shoes	paypal	\$1,129	112.91	1,242.04
5376	Maxim Weyland	1	United States	Maine	PORTLAND	7590	Tennis Shoes	shopify_payments	\$1,125	112.51	1,237.64
5721	Mikael Shirt	1	United States	Indiana	INDIANAPOLIS	64989	Running Shoes	shopify_payments	\$1,075	107.51	1,182.64
7104	Rhonda Bulbrook	1	United States	Texas	CORPUS CHRISTI	95354	Tennis Shoes	paypal	\$1,065	106.47	1,171.20
4842	Henrietta Clavey	1	United States	Louisiana	MONROE	88358	Climbing Shoes	paypal	\$1,058	105.75	1,163.28
5597	Wes Sponder	1	United States	Michigan	MUSKEGON	59679	Walking Shoes	gift_card	\$1,041	104.11	1,145.24
4748	Vivia McKerley	1	United States	Minnesota	SAINT PAUL	93608	Gift Card	shopify_payments	\$1,039	103.91	1,143.04
6890	Hadlee Szimoni	1	United States	Indiana	LAFAYETTE	55467	Climbing Shoes	shopify_payments	\$1,038	103.83	1,142.16
3104	Cly Arnopp	1	United States	Massachusetts	NEW BEDFORD	57332	Running Shoes	shopify_payments	\$1,037	103.71	1,140.84
6507	Isaiah Ditt	1	United States	Wisconsin	GREEN BAY	36126	Climbing Shoes	shopify_payments	\$1,037	103.67	1,140.40
1415	Min Reedyhough	1	United States	Arizona	TUCSON	13446	Walking Shoes	amazon_payments	\$1,035	103.51	1,138.64
5188	Wadsworth Hayfield	1	United States	Pennsylvania	PITTSBURGH	36813	Walking Shoes	paypal	\$1,027	102.71	1,129.84
3155	Pepillo Sidworth	1	United States	Louisiana	SHREVEPORT	18352	Walking Shoes	shopify_payments	\$1,026	102.63	1,128.96
4173	Lina Creser	1	United States	Pennsylvania	JOHNSTOWN	22586	Cycling Shoes	shopify_payments	\$1,025	102.51	1,127.64
745	Burg Thorndale	1	United States	Kansas	WICHITA	3651	Walking Shoes	paypal	\$1,025	102.47	1,127.20
4577	Hartwell Messiter	1	United States	District of Columbia	WASHINGTON	2016	Tennis Shoes	manual	\$1,017	101.71	1,118.84
6712	Kial Antonov	1	United States	California	LONG BEACH	7369	Tennis Shoes	shopify_payments	\$1,017	101.71	1,118.84
6246	Luca Marjoram	1	United States	South Carolina	COLUMBIA	39729	Running Shoes	shopify_payments	\$1,009	100.91	1,110.04
7305	Margalo Lofthouse	1	United States	Nevada	LAS VEGAS	69775	Cycling Shoes	shopify_payments	\$1,004	100.39	1,104.32
7179	Noland Maier	1	United States	Texas	EL PASO	91538	Running Shoes	shopify_payments	\$991	99.11	1,090.24
2066	Noel Brian	1	United States	Connecticut	NORWALK	83737	Tennis Shoes	shopify_payments	\$987	98.71	1,085.84
3616	Ottilie Cockshot	1	United States	Florida	ORLANDO	10792	Climbing Shoes	amazon_payments	\$987	98.71	1,085.84
Total		7431				367597147			\$4,180,874	418,087.35	4,598,960.87