



# Shopify | Ecommerce Sales Funnel Report

Overall performance  
Select Me...

All

Overall performance  
Province ...

All

Overall performance  
Product T...

All

Swarnatama Ganguli

Total Performance

Total\_Netsales  
4M

Total Performance

Sum of Quantity  
8K

Avg Netordervalue  
\$562.63

Customer Purchase  
behaviour

Total Customers  
4.43K

Single\_order\_Cust...

2.39K

Repeat Customers  
2.04K

Retention & Value  
KPIs

Lifetime\_value  
943.55

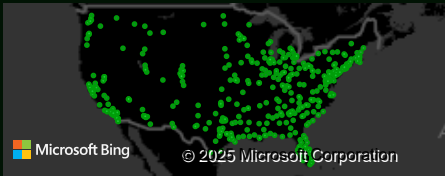
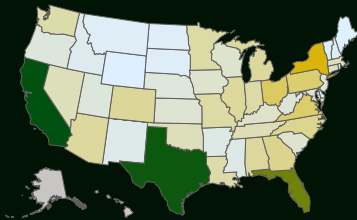
Repeat\_rate  
46.02%

Purchase frequency  
1.68

Customer Purchase Behaviour

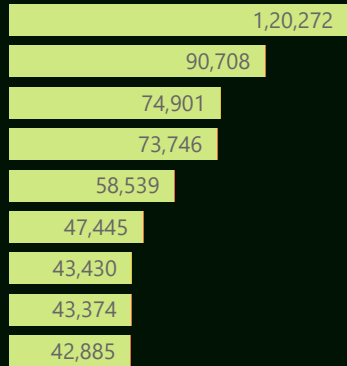
Customer Purchase Behaviour

Regional Overview - Province & cities by



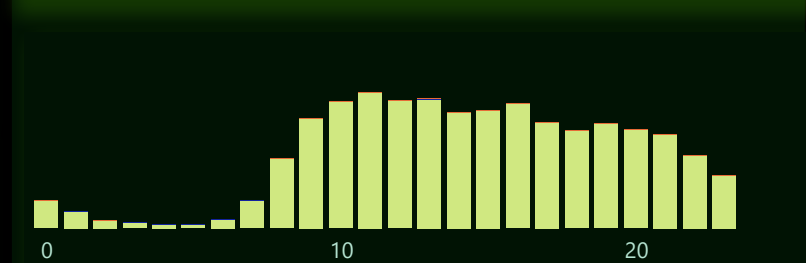
Microsoft Bing

© 2025 Microsoft Corporation

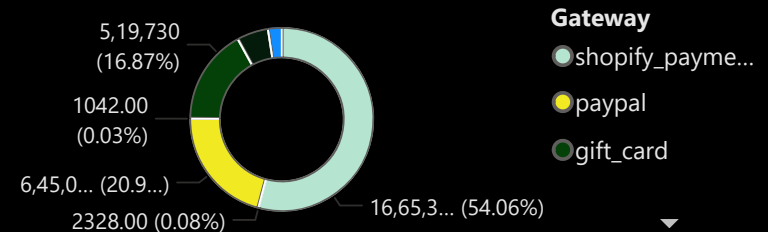


WASHINGTON  
HOUSTON  
NEW YORK CITY  
EL PASO  
DALLAS  
MIAMI  
LOS ANGELES  
CHARLOTTE  
SACRAMENTO

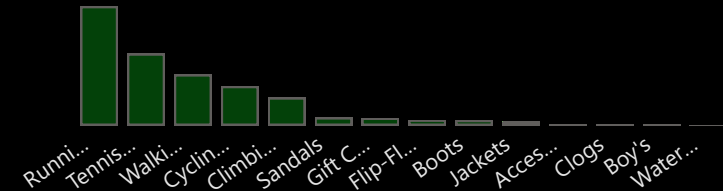
Trend overtime



by gateway payment method



by product type





## Shopify | Ecommerce Sales Funnel Details

Overall performance

Select Me... ▾

All ▾

Overall performance

Province ... ▾

All ▾

Overall performance

Product T... ▾

All ▾

Swarnatama Ganguli

Order Number	Customer Id	Billing Address	Province	CITY	Billing Address Zip	Product Type	Gateway	Subtotal Price	Total Price Usd	Total Tax
91	2947	Wyoming		CHEYENNE	23775	Tennis Shoes	manual	537.13	590.84	53.71
6956	1661	Wyoming		CHEYENNE	42535	Running Shoes	paypal	537.13	590.84	53.71
61	5561	Wisconsin		MILWAUKEE	95672	Tennis Shoes	shopify_payments	509.53	560.48	50.95
98	5374	Wisconsin		MADISON	13722	Walking Shoes	shopify_payments	555.13	610.64	55.51
302	5768	Wisconsin		MILWAUKEE	73002	Tennis Shoes	shopify_payments	517.53	569.28	51.75
322	2782	Wisconsin		MILWAUKEE	41673	Gift Card	shopify_payments	539.13	593.04	53.91
388	5022	Wisconsin		MILWAUKEE	13164	Tennis Shoes	gift_card	501.53	551.68	50.15
536	2308	Wisconsin		MADISON	55380	Running Shoes	gift_card	537.13	590.84	53.71
574	5177	Wisconsin		MADISON	13659	Running Shoes	gift_card	509.53	560.48	50.95
644	563	Wisconsin		MADISON	54151	Running Shoes	shopify_payments	743.13	817.44	74.31
694	2534	Wisconsin		MILWAUKEE	63867	Walking Shoes	shopify_payments	555.93	611.52	55.59
774	3428	Wisconsin		MILWAUKEE	64712	Cycling Shoes	shopify_payments	501.53	551.68	50.15
784	1786	Wisconsin		MILWAUKEE	6321	Climbing Shoes	shopify_payments	537.13	590.84	53.71
952	868	Wisconsin		APPLETON	79175	Walking Shoes	shopify_payments	517.53	569.28	51.75
1084	312	Wisconsin		MADISON	10984	Running Shoes	shopify_payments	595.13	654.64	59.51
1139	5594	Wisconsin		MILWAUKEE	27810	Cycling Shoes	shopify_payments	527.13	579.84	52.71
1151	2462	Wisconsin		MADISON	24261	Walking Shoes	paypal	497.13	546.84	49.71
1323	6440	Wisconsin		MADISON	98353	Climbing Shoes	shopify_payments	537.13	590.84	53.71
1411	1188	Wisconsin		APPLETON	94394	Walking Shoes	shopify_payments	744.73	819.20	74.47
1532	4185	Wisconsin		MILWAUKEE	89580	Walking Shoes	shopify_payments	507.13	557.84	50.71
1562	4729	Wisconsin		MILWAUKEE	55889	Tennis Shoes	paypal	555.13	610.64	55.51
1575	587	Wisconsin		MILWAUKEE	91580	Climbing Shoes	shopify_payments	688.73	757.60	68.87
1753	2155	Wisconsin		MILWAUKEE	49224	Climbing Shoes	shopify_payments	537.13	590.84	53.71
1891	3546	Wisconsin		MILWAUKEE	79310	Cycling Shoes	shopify_payments	627.13	689.84	62.71
1951	2135	Wisconsin		MILWAUKEE	63979	Tennis Shoes	paypal	625.13	687.64	62.51
1963	4996	Wisconsin		MILWAUKEE	26980	Tennis Shoes	shopify_payments	531.93	585.12	53.19
2006	5459	Wisconsin		MILWAUKEE	76791	Running Shoes	shopify_payments	627.93	690.72	62.79
2027	4747	Wisconsin		MADISON	56823	Tennis Shoes	paypal	642.33	706.56	64.23
2134	5277	Wisconsin		MILWAUKEE	1646	Running Shoes	amazon_payments	517.53	569.28	51.75