



SHOPIFY | SALES AND CUSTOMER FUNNEL REPORT

Navigation

Shopify Analysis

Details Tabs

Filters Panel

Select Measures

Net Sales

Gateway

All

Province

All

Transaction Performance

\$4,180,874

Net Sales

7,534

Total Quantity

\$562.6

Net Avg Order Values

Customer Purchase Behaviour

4431

Total Customers

2392

Single Order Customer

2039

Repeat Customer

Retention & Value KPIs

\$943.6

Life Time Value

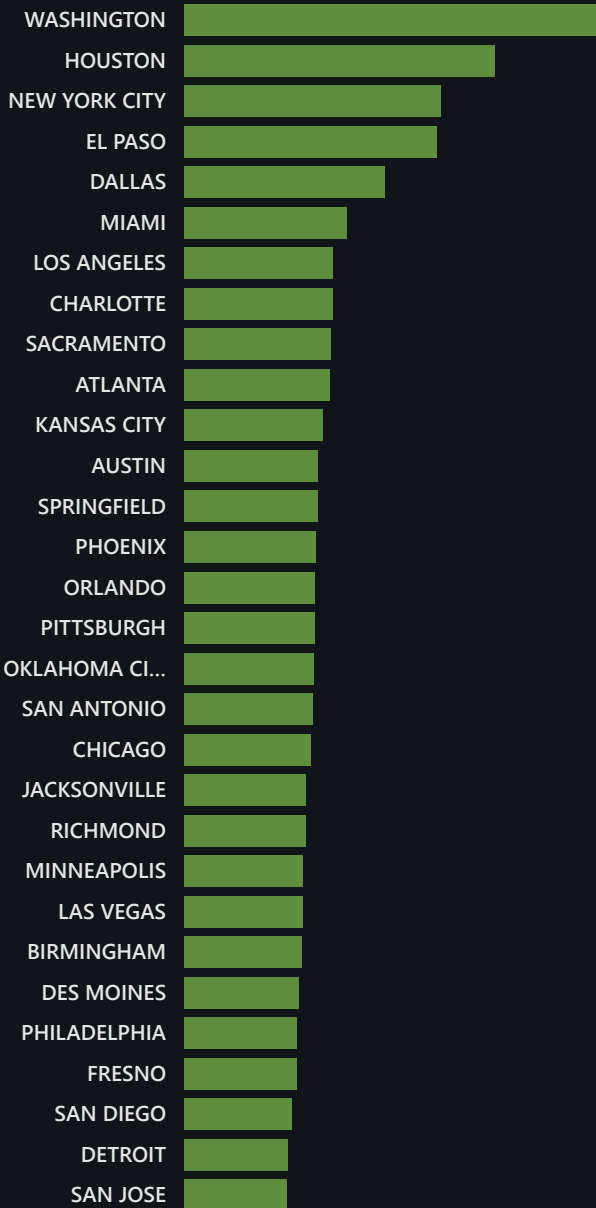
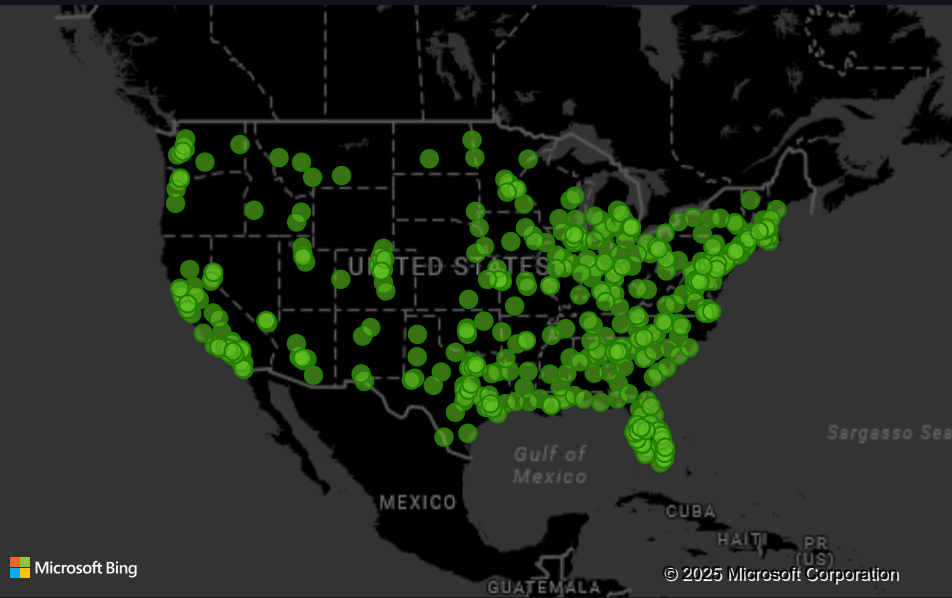
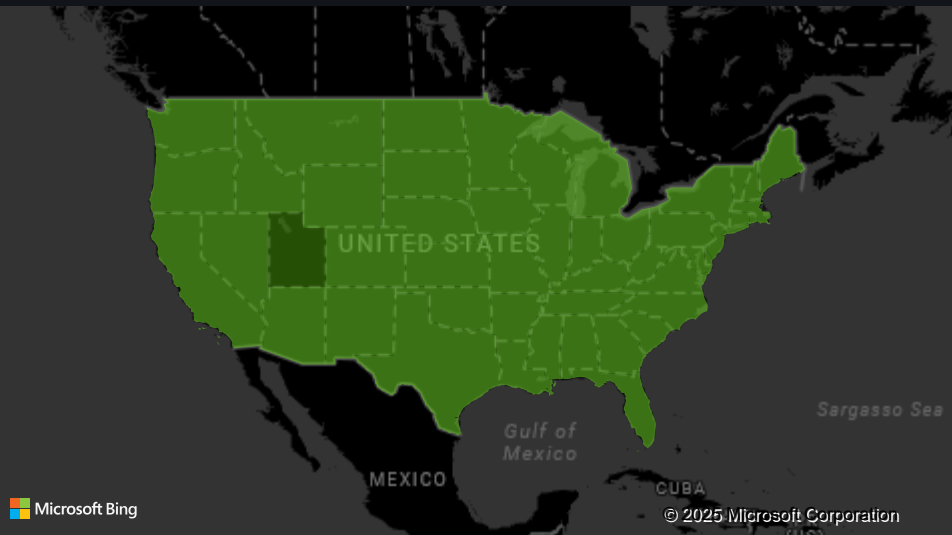
46%

Repeat Rate

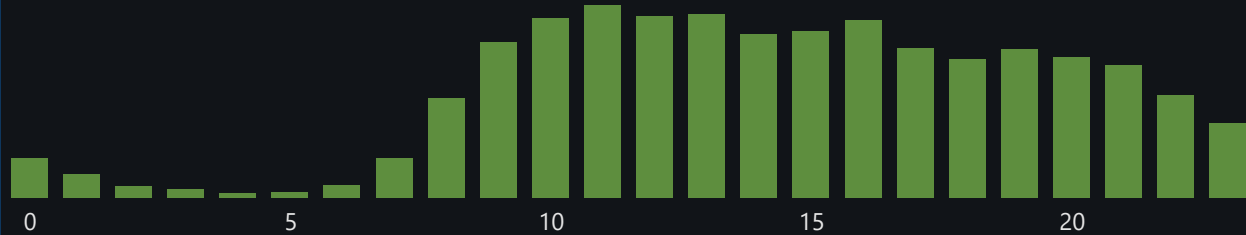
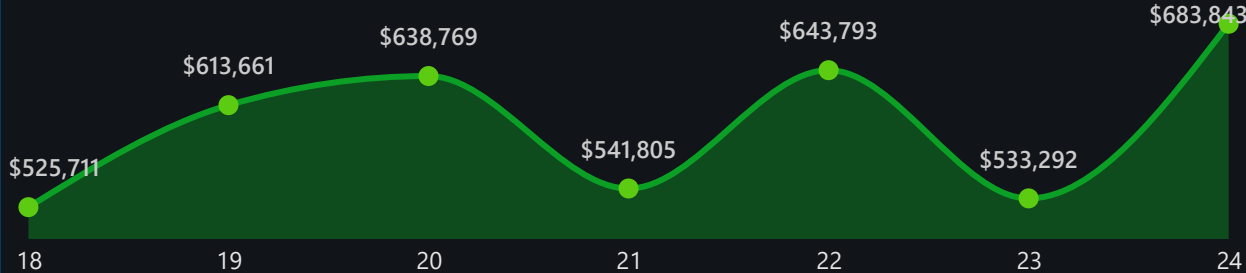
1.68

Purchase Frequency

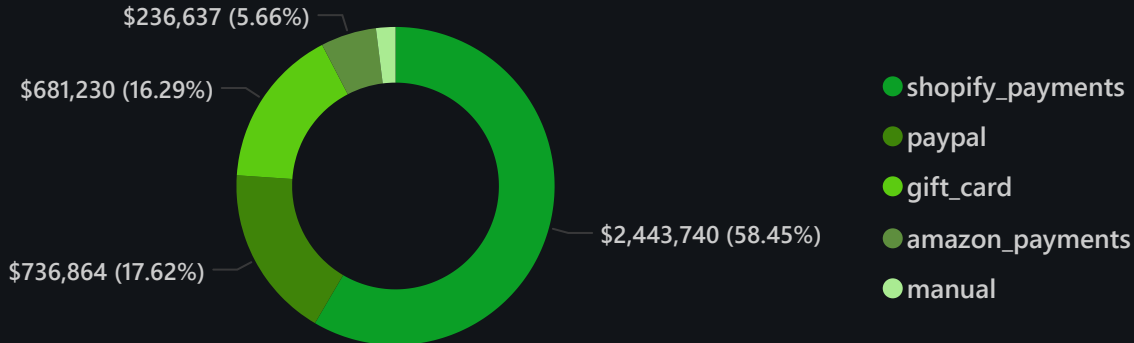
Regional Overview - Province & Cities by Net Sales



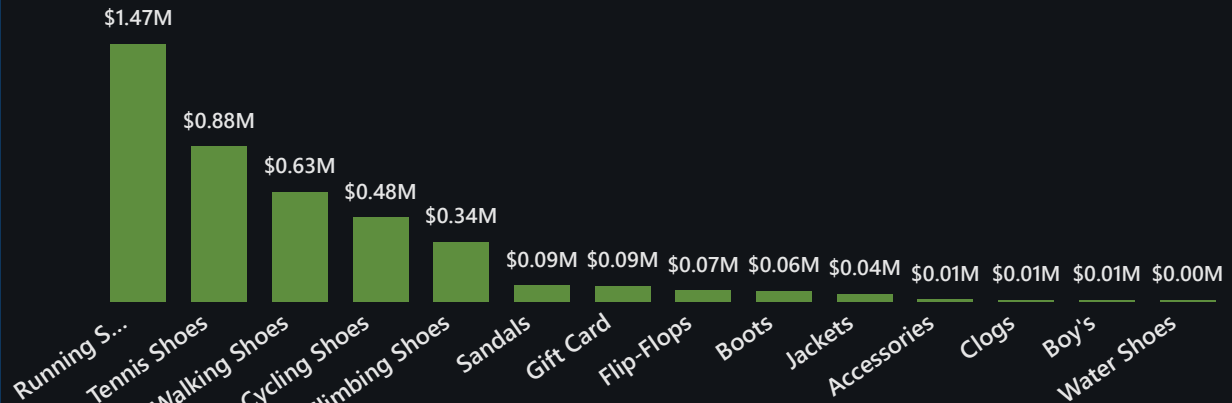
Net Sales Trend Over Time



Net Sales by Gateway Payment Method



Net Sales by Product Type



<div></div> <div>Shopify Analysis</div>	SHOPIFY SALES AND CUSTOMER FUNNEL REPORT										
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	Order Number	Customer Name	Customer Id	Province	CITY	Zip code	Product Type	Gateway	Net Sales	Total Tax	Total Price Usd
	0	Roselia Pidgen	1	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555.64
	1	Gideon Viney	1	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92
	2	Henka Giorgini	1	California	ORANGE	57153	Tennis Shoes	paypal	\$518	51.75	569.28
	3	Candy Bilbey	1	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	53.19	585.12
	4	Freida Argent	1	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	49.71	546.84
	5	Haley Leyfield	1	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	568.84
	6	Lisette Scarborough	1	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	57.99	637.92
Details Tabs	7	Gustaf Esterbrook	1	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	57.99	637.92
	8	Marcella Rengger	1	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	854.29
	9	Zollie Egan	1	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	52.71	579.84
	10	Ailyn Broadberrie	1	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	65.05	715.58
	11	Catharina Mathieu	1	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	546.84
	12	Arlene Pescott	1	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16
	13	Jennie Petters	1	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	49.35	542.88
	14	Tiffani Hatrey	1	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	52.71	579.84
	15	Ddene Thake	1	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	51.71	568.84
	16	Thoma Kewley	1	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84
	17	Jaimie Toffetto	1	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	63.51	698.64
	18	Edik McMurdo	1	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	51.75	569.28
	19	Erskine Itzakson	1	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	73.11	804.24
	20	Dannie Delea	1	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	51.71	568.84
	21	Cacilia Mathew	1	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	50.51	555.64
	22	Dene Wylder	1	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	49.35	542.88
	23	Tyrone Ogborne	1	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	51.75	569.28
	24	Kari Ceschini	1	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	55.51	610.64
	25	Dorey McKeighan	1	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546.84
	26	Dorene Malthouse	1	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	61.51	676.64
	27	Vergil Docwra	1	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	610.64
	28	Georgeanne Abramamovh	1	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	57.99	637.92
	29	Halli Lovel	1	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	50.71	557.84
	30	Laureen Sawtell	1	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	52.71	579.84
	31	Brent Croxon	1	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	49.76	547.39
	32	Roland Dumigan	1	Louisiana	SHREVEPORT	91713	Tennis Shoes	shopify_payments	\$565	56.51	621.64
	33	Munmro Gascar	1	Texas	EL PASO	50733	Walking Shoes	amazon_payments	\$537	53.71	590.84
	Total		7431						\$4,180,874	418,087.35	4,598,960.87