



Shopify E-Commerce Analytics Dashboard

Transaction Performance

\$4,180,874

Net Sales

7534

Total Quantity

\$562.6

Net Avg Order Value

Customer Purchase Behavior

4431

Total Customer

2392

Single Order Customer

2039

Repeat Customer

Retention & Value KPIs

\$943.6

Life Time Value

46%

Repeat Rate

1.68

Purchase Frequency

Select Measure

Net Sales

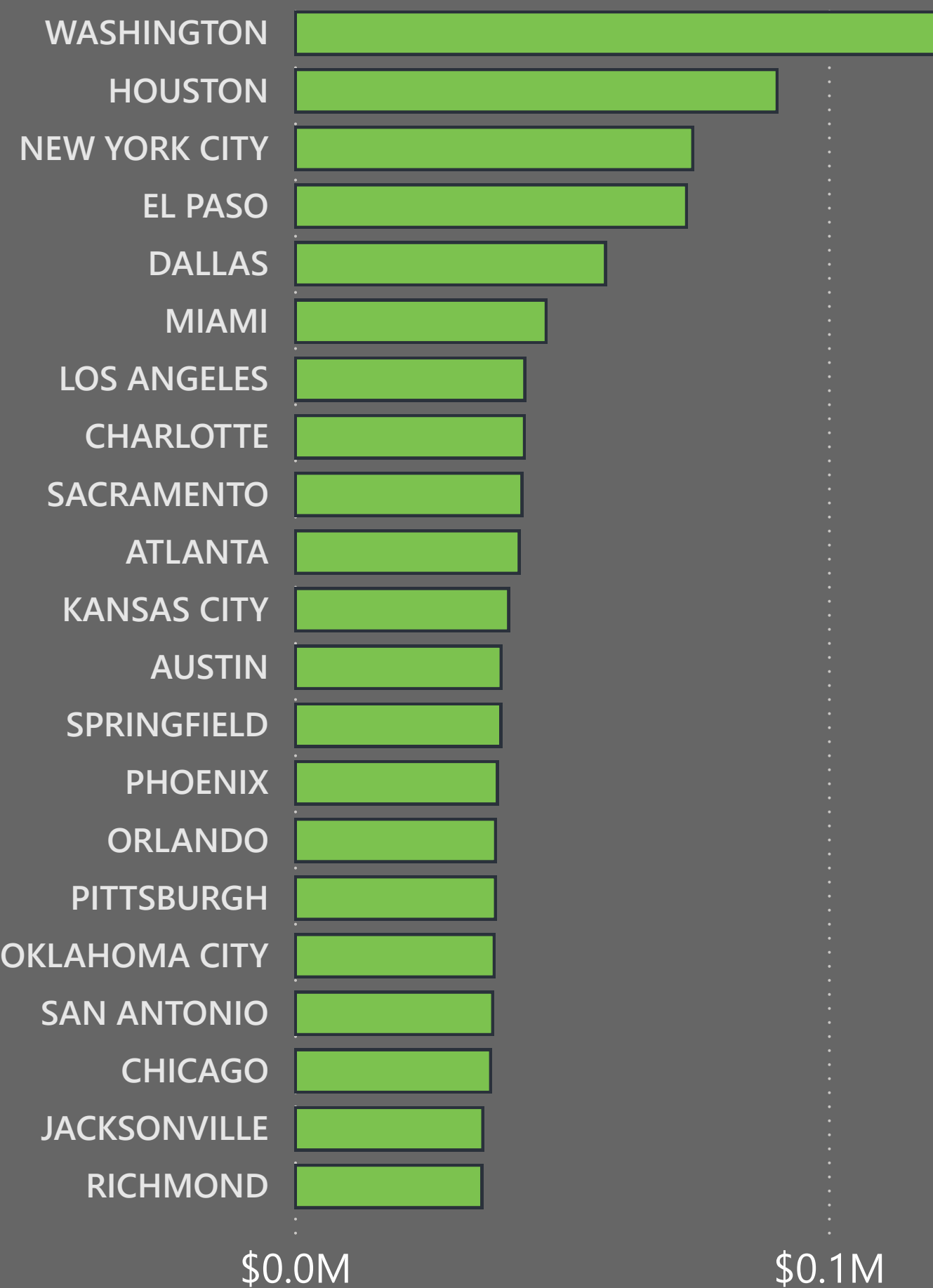
Payment Method

All

State

All

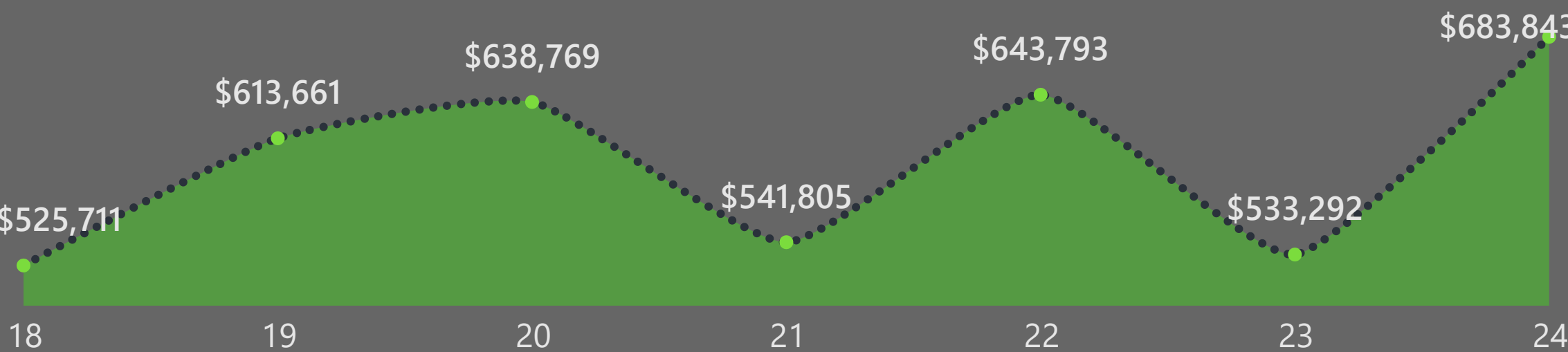
Net Sales by City



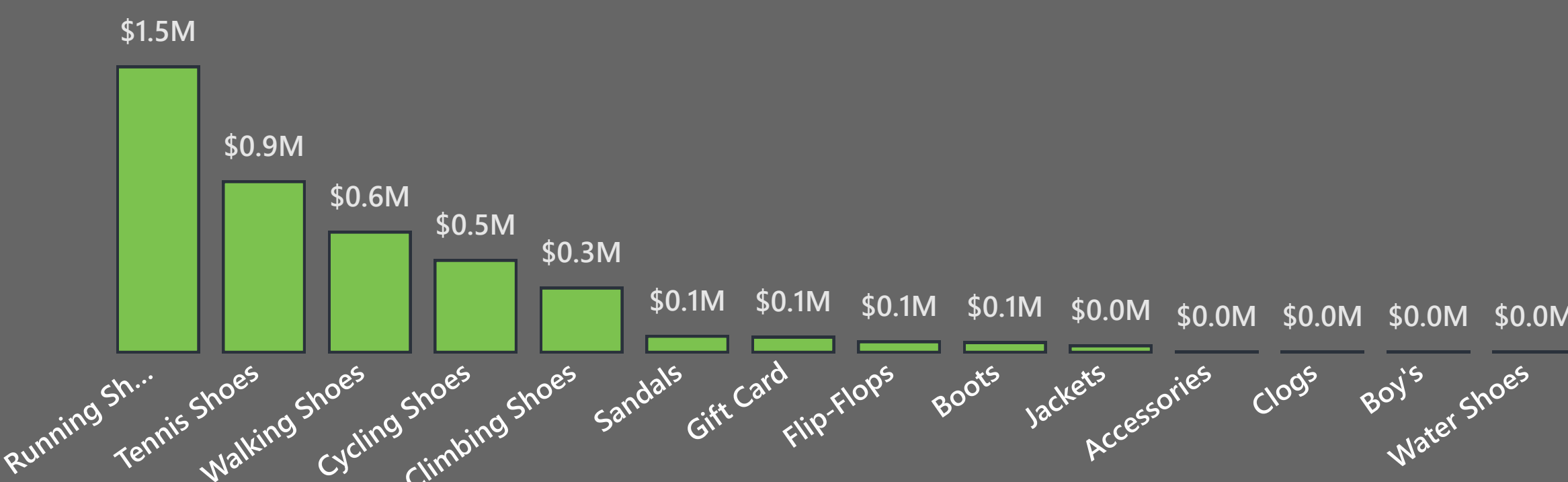
Net Sales by Hour



Net Sales by Day

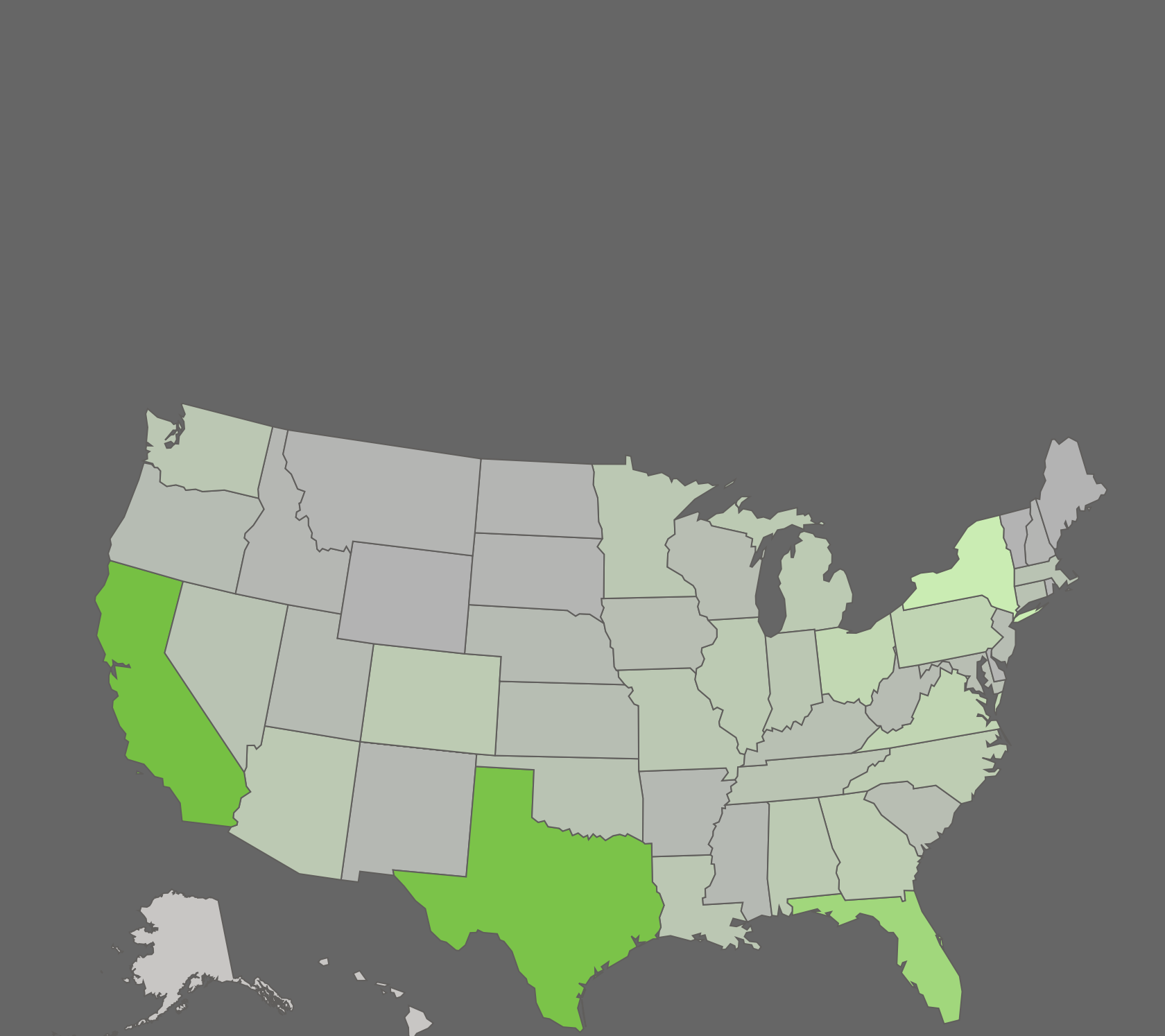


Net Sales by Product Type



Year	Month	Day	Net Sales
2025	March	18	\$525,711
2025	March	19	\$613,661
2025	March	20	\$638,769
2025	March	21	\$541,805
2025	March	22	\$643,793
2025	March	23	\$533,292
2025	March	24	\$683,843
Total			\$4,180,874

Net Sales by Billing Address State





Customer Sales Details

Shopify Analysis

Customer Sales Details

Order Number	Customer Name	Customer Id	City	State	Payment Method	Product Type	Net Sales	Total Tax	Total Price Usd
54	Cortie Worviell	1	GADSDEN	Alabama	shopify_payments	Climbing Shoes	\$518	51.75	569.28
170	Amye Volk	1	HUNTSVILLE	Alabama	shopify_payments	Running Shoes	\$527	52.71	579.84
186	Allayne Northage	1	HUNTSVILLE	Alabama	gift_card	Running Shoes	\$537	53.71	590.84
267	Annis Servant	1	BIRMINGHAM	Alabama	shopify_payments	Running Shoes	\$683	68.31	751.44
291	Clemens Ellins	1	MOBILE	Alabama	amazon_payments	Walking Shoes	\$613	61.31	674.44
349	Kristina Eglinton	1	BIRMINGHAM	Alabama	shopify_payments	Tennis Shoes	\$585	58.51	643.64
364	Carmine Comfort	1	BIRMINGHAM	Alabama	shopify_payments	Cycling Shoes	\$486	48.55	534.08
380	Gail Gladbeck	1	MOBILE	Alabama	shopify_payments	Tennis Shoes	\$485	48.51	533.64
393	Augusto Pitcock	1	MOBILE	Alabama	shopify_payments	Climbing Shoes	\$527	52.71	579.84
402	Clerissa Davidson	1	MOBILE	Alabama	paypal	Sandals	\$595	59.51	654.64
427	Merna Hadye	1	MOBILE	Alabama	shopify_payments	Running Shoes	\$486	48.55	534.08
556	Bronson Sandercroft	1	MONTGOMERY	Alabama	shopify_payments	Running Shoes	\$580	57.99	637.92
570	Artemas Laydon	1	GADSDEN	Alabama	paypal	Running Shoes	\$566	56.61	622.74
660	Amity Westney	1	MONTGOMERY	Alabama	gift_card	Walking Shoes	\$462	46.15	507.68
727	Rudd Cone	1	BIRMINGHAM	Alabama	gift_card	Tennis Shoes	\$537	53.71	590.84
757	Luisa Staining	1	TUSCALOOSA	Alabama	shopify_payments	Running Shoes	\$439	43.91	483.04
775	Giacobo Berget	1	MONTGOMERY	Alabama	shopify_payments	Running Shoes	\$537	53.71	590.84
830	Derk Charleston	1	MOBILE	Alabama	shopify_payments	Running Shoes	\$542	54.15	595.68
884	Ashlin Ormshaw	1	MOBILE	Alabama	shopify_payments	Cycling Shoes	\$578	57.83	636.16
963	Devi Sancto	1	MOBILE	Alabama	shopify_payments	Walking Shoes	\$526	52.61	578.74
969	Deb Yoslowitz	1	BIRMINGHAM	Alabama	shopify_payments	Tennis Shoes	\$555	55.51	610.64
985	Bellina Disbury	1	MONTGOMERY	Alabama	gift_card	Sandals	\$487	48.71	535.84
1021	Mathias Stollwerk	1	MONTGOMERY	Alabama	shopify_payments	Running Shoes	\$791	79.11	870.24
1140	Astrix Newcomen	1	HUNTSVILLE	Alabama	amazon_payments	Walking Shoes	\$548	54.79	602.72
1157	Melvyn Radden	1	GADSDEN	Alabama	shopify_payments	Running Shoes	\$674	67.43	741.76
1240	Bryna Cardello	1	BIRMINGHAM	Alabama	shopify_payments	Cycling Shoes	\$751	75.11	826.24
1317	Rasia Binch	1	GADSDEN	Alabama	shopify_payments	Cycling Shoes	\$470	47.03	517.36
1379	Katherina Knowlson	1	MONTGOMERY	Alabama	shopify_payments	Walking Shoes	\$919	91.91	1,011.04
1505	Tressa Pickard	1	MONTGOMERY	Alabama	paypal	Tennis Shoes	\$580	57.99	637.92
1586	Kelsi Styant	1	BIRMINGHAM	Alabama	amazon_payments	Walking Shoes	\$697	69.67	766.40
1654	Jacobo Abrams	1	BIRMINGHAM	Alabama	paypal	Tennis Shoes	\$497	49.71	546.84
Total		7431					\$4,180,874	418,087.35	4,598,960.87

