5

∷ NAVIGATOR ■

Shopify Analysis

Details Tab

∴ FILTER ■

Select Measure

Total Quantity \searrow

Gateway

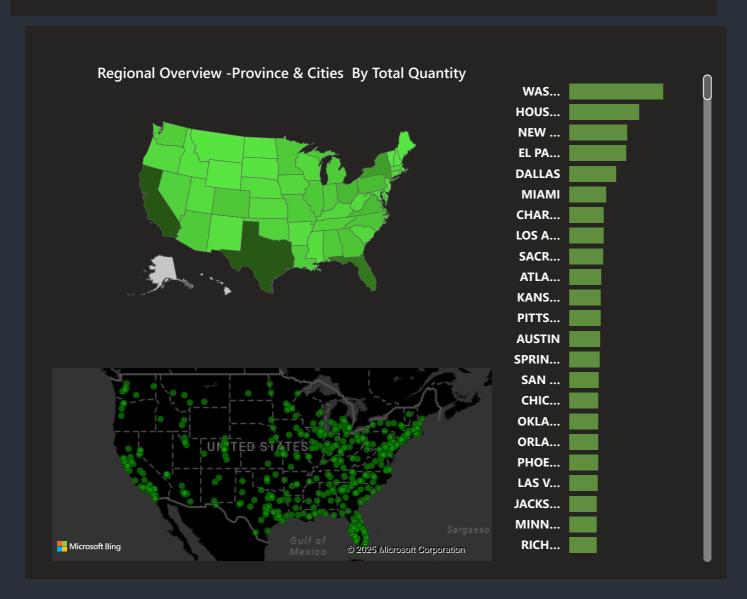
All

Province

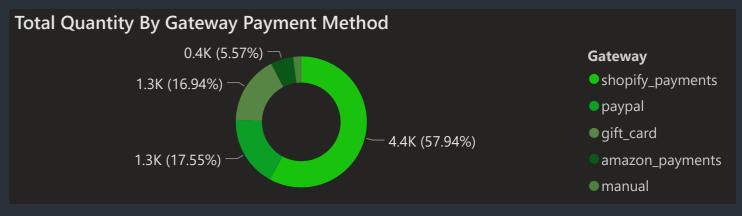


SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

\$4,180,874 7534 \$562.6 **Transaction** Performance Net Avg Order Value **Total Quantity** Customer 4431 2392 2039 **Purchase Total Customers** Single order customers **Repeat Customers** Behaviour **Retention &** \$943.6 46.02% 1.68 Value KPIs LTV Repeat Rate Purchase frequency









Shopify Analysis

Details Tab

SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Order Number	Customer Name	Customer Id	CITY	Province	Zip Code	Gateway	Product Type	Net Sales	Total Tax	Total Price Usd
0 Roselia Pidgen		4334	OKLAHOMA CITY	Oklahoma	26375	amazon_payments	Boots	\$505	50.51	555.64
1 Gio	deon Viney	5986	INGLEWOOD	California	42488	amazon_payments	Climbing Shoes	\$580	57.99	637.92
2 He	enka Giorgini	1163	ORANGE	California	57153	paypal	Tennis Shoes	\$518	51.75	569.28
3 Ca	andy Bilbey	5190	OKLAHOMA CITY	Oklahoma	37812	shopify_payments	Tennis Shoes	\$532	53.19	585.12
4 Fre	eida Argent	4743	TULSA	Oklahoma	28883	paypal	Tennis Shoes	\$497	49.71	546.84
5 Ha	aley Leyfield	5780	SACRAMENTO	California	95382	shopify_payments	Tennis Shoes	\$517	51.71	568.84
6 Lis	sette Scarborough	5663	BROOKLYN	New York	20278	shopify_payments	Running Shoes	\$580	57.99	637.92
7 Gu	ustaf Esterbrook	3393	CORPUS CHRISTI	Texas	58914	shopify_payments	Running Shoes	\$580	57.99	637.92
8 Ma	arcella Rengger	5744	NEW YORK CITY	New York	62499	shopify_payments	Tennis Shoes	\$777	77.66	854.29
9 Zo	ollie Egan	2452	SAN ANTONIO	Texas	40927	shopify_payments	Climbing Shoes	\$527	52.71	579.84
10 Ail	lyn Broadberrie	487	SAN ANTONIO	Texas	13817	gift_card	Walking Shoes	\$651	65.05	715.58
11 Ca	atharina Mathieu	5904	GLENDALE	California	53968	paypal	Running Shoes	\$497	49.71	546.84
12 Ar	liene Pescott	6183	CHARLOTTE	North Carolina	1786	amazon_payments	Climbing Shoes	\$578	57.83	636.16
13 Jei	nnie Petters	1833	WILKES BARRE	Pennsylvania	97433	shopify_payments	Walking Shoes	\$494	49.35	542.88
14 Tif	ffani Hatrey	5669	SEATTLE	Washington	28207	shopify_payments	Walking Shoes	\$527	52.71	579.84
15 Do	dene Thake	4422	PEORIA	Illinois	16416	shopify_payments	Tennis Shoes	\$517	51.71	568.84
16 Th	noma Kewley	2085	EL PASO	Texas	90897	amazon_payments	Climbing Shoes	\$527	52.71	579.84
17 Jai	imie Toffetto	1366	RICHMOND	Virginia	14173	shopify_payments	Running Shoes	\$635	63.51	698.64
18 Ed	lik McMurdo	6055	JAMAICA	New York	82401	shopify_payments	Climbing Shoes	\$518	51.75	569.28
19 Ers	skine Itzakson	2033	COLUMBUS	Ohio	58901	shopify_payments	Walking Shoes	\$731	73.11	804.24
20 Da	annie Delea	3812	SPOKANE	Washington	98186	paypal	Running Shoes	\$517	51.71	568.84
21 Ca	acilia Mathew	6113	MAPLE PLAIN	Minnesota	27901	gift_card	Running Shoes	\$505	50.51	555.64
22 De	ene Wylder	81	WINTER HAVEN	Florida	80407	shopify_payments	Climbing Shoes	\$494	49.35	542.88
23 Ty	rone Ogborne	4534	NEW ORLEANS	Louisiana	79671	paypal	Running Shoes	\$518	51.75	569.28
24 Ka Total	ari Ceschini	1888	ΠΔΙΙΔς	Tevas	7/1531	shonify navments	Running Shoes	\$555 \$4,180,874	55 51 418,087.35	610.64 4,598,960.87