



SHOPIFY SALES AND CUSTOMER FUNNEL REPORT

⋮ Navigators

shopify Analysis

Detail tab

🔍 Filter Panel

Select Measu...

Net Sales

Gateway

All

Province

All

Transaction
Performance

\$4M

Net Sales

8K

Sum of Quantity

\$562.6

Net Average Order Value

Customer
Purchase
Behaviour

4431

Total Customers

2392

Single Order Customers

2039

Repeat Order Customers

Retention And
Value KPIs

\$943.6

Life Time Value

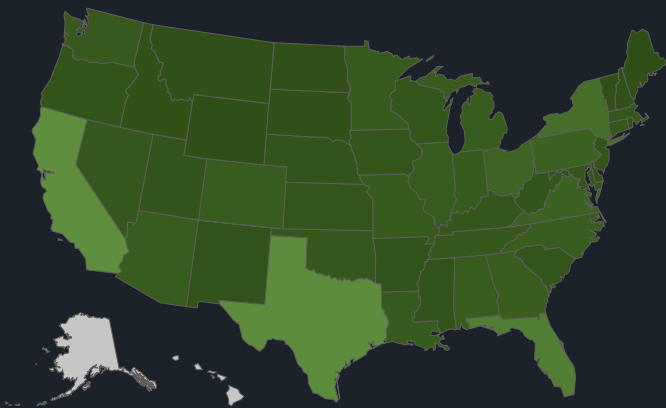
46%

Repeat Rate

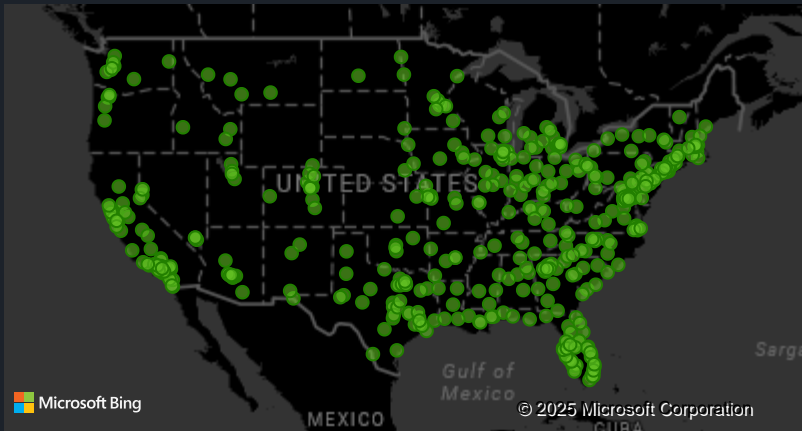
1.68

Purchase Frequency

Regional Overview - Province and Cities by Net Sales



Net Sales, Sum of Quantity, Single Order Customers, Repeat Order Customers and Repeat Rate by Location



WASHINGTON

HOUSTON

NEW YORK CITY

EL PASO

DALLAS

MIAMI

LOS ANGELES

CHARLOTTE

SACRAMENTO

ATLANTA

KANSAS CITY

AUSTIN

SPRINGFIELD

PHOENIX

ORLANDO

PITTSBURGH

OKLAHOMA C...

SAN ANTONIO

CHICAGO

JACKSONVILLE

RICHMOND

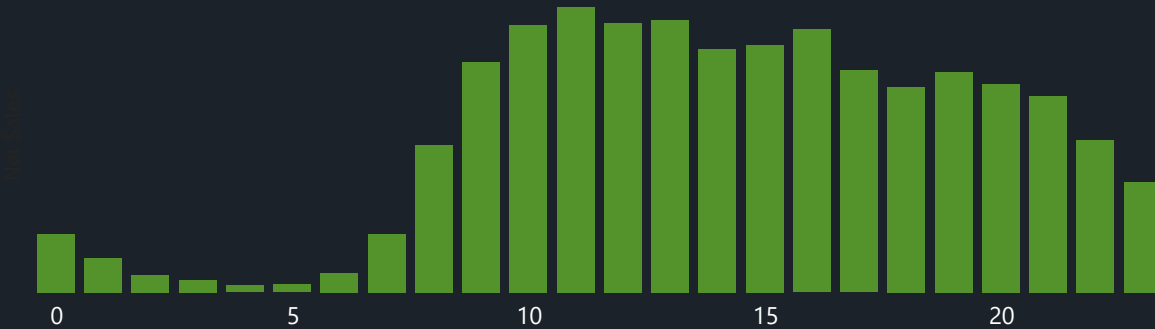
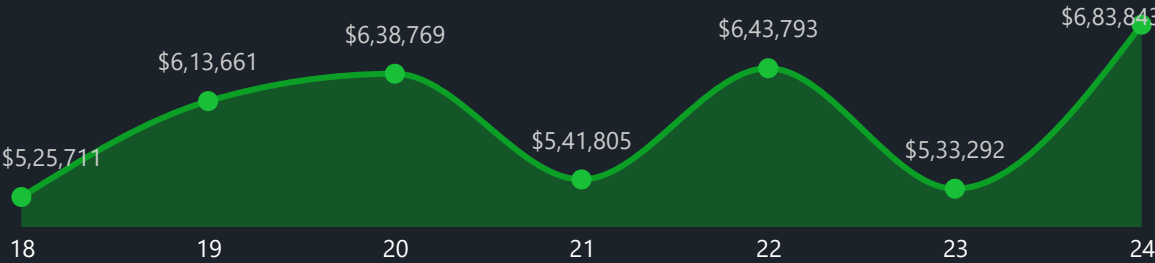
MINNEAPOLIS

LAS VEGAS

BIRMINGHAM

DES MOINES

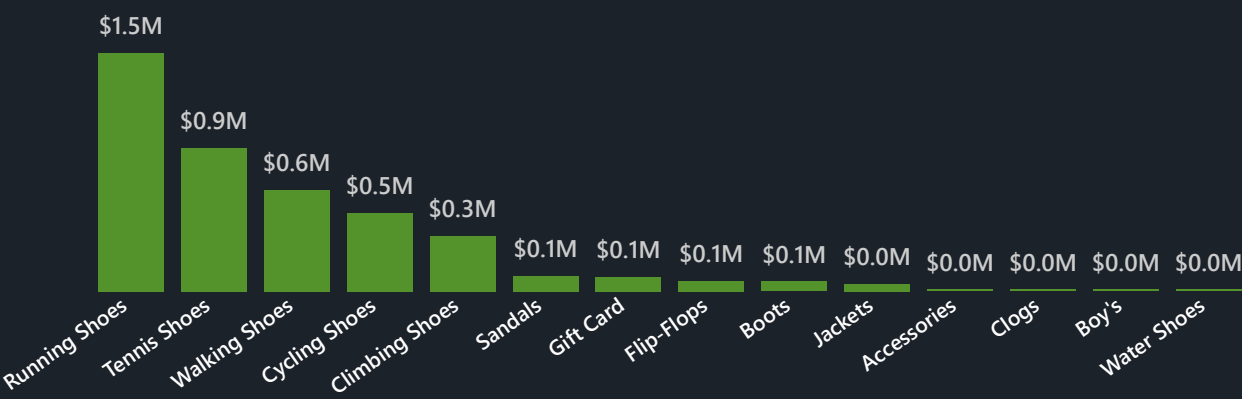
Net Sales Trend Over time



Net Sales By Gateway Payment Method



Net Sales By Product Type





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shopify Analysis

Detail tab

Order Number	Customer Name	Customer Id	Province	CITY	Zip	Product Type	Total Tax	Total Price Usd	Net Sales
1093	Zuzana Stukings	4399	South Carolina	FLORENCE	38181	Tennis Shoes	59.59	655.52	\$596
742	Zuzana Hourigan	2692	Texas	HOUSTON	84639	Flip-Flops	70.31	773.44	\$703
6270	Zsazsa Millichip	3260	Michigan	FLINT	77655	Running Shoes	50.95	560.48	\$510
5600	Zsazsa Bayley	4128	Virginia	RESTON	20522	Running Shoes	59.59	655.52	\$596
339	Zorana Treamayne	3201	Oregon	PORTLAND	43636	Tennis Shoes	50.71	557.84	\$507
3468	Zora Blagdon	2743	Florida	SAINT PETERSBURG	97292	Gift Card	48.91	538.04	\$489
2938	Zonnya Bert	774	South Carolina	COLUMBIA	25850	Running Shoes	56.61	622.74	\$566
752	Zonda Harvie	5408	Ohio	CLEVELAND	65453	Running Shoes	49.71	546.84	\$497
3987	Zonda Duly	2269	Utah	SALT LAKE CITY	80720	Walking Shoes	55.51	610.64	\$555
1059	Zollie Schwier	1118	Florida	MIAMI	45368	Running Shoes	49.71	546.84	\$497
2777	Zollie Kelloch	4156	District of Columbia	WASHINGTON	55436	Tennis Shoes	53.71	590.84	\$537
9	Zollie Egan	2452	Texas	SAN ANTONIO	40927	Climbing Shoes	52.71	579.84	\$527
1025	Zola Hoggan	1840	Ohio	DAYTON	8611	Tennis Shoes	63.51	698.64	\$635
265	Zola Fosdyke	1977	Indiana	INDIANAPOLIS	96295	Tennis Shoes	43.91	483.04	\$439
5242	Zitella Matten	5870	New York	SYRACUSE	80503	Running Shoes	65.51	720.64	\$655
3633	Zita Herrero	212	Illinois	SPRINGFIELD	60866	Tennis Shoes	50.71	557.84	\$507
3925	Zita Beauchop	1987	Alabama	HUNTSVILLE	5173	Running Shoes	51.71	568.84	\$517
1598	Zilvia Duguid	2584	Ohio	CLEVELAND	30998	Running Shoes	51.75	569.28	\$518
4417	Zia Sliney	2751	Pennsylvania	HARRISBURG	3977	Tennis Shoes	52.71	579.84	\$527
1376	Zerk Hug	1483	Illinois	PEORIA	6968	Running Shoes	63.43	697.76	\$634
7320	Zenia Forcade	1850	Minnesota	SAINT PAUL	90479	Cycling Shoes	53.19	585.12	\$532
2892	Zelma MacComiskey	4543	California	FRESNO	55280	Walking Shoes	49.71	546.84	\$497
3623	Zelma Lammert	767	Alabama	BIRMINGHAM	43190	Tennis Shoes	51.75	569.28	\$518
1483	Zelig Clines	2882	Oklahoma	OKLAHOMA CITY	36000	Cycling Shoes	53.71	590.84	\$537
2982	Zechariah Kindell	4265	Texas	LUBBOCK	57136	Tennis Shoes	50.95	560.48	\$510
4808	Zebulon Flaxon	5982	Washington	SEATTLE	95660	Climbing Shoes	59.59	655.52	\$596
3937	Zebedee Reisin	3808	New Mexico	ALBUQUERQUE	46720	Running Shoes	49.35	542.88	\$494
5055	Zarla Sarll	5471	Virginia	ROANOKE	99264	Climbing Shoes	53.19	585.12	\$532
1800	Zaria Morpeth	5731	South Carolina	GREENVILLE	65739	Climbing Shoes	53.71	590.84	\$537
Total					367597147		4,18,087.35	45,98,960.87	\$41,80,874