



SHOPIFY | SALE & CUSTOMER FUNNEL REPORT

Transaction Performance	\$4,180,874	7534	\$562.6
	Net_Sales	Total_Quantity	Net_Avg_Order_Value
Customer Purchase Behavior	4431	2392	2039
	Total_Customers	Single_Order_Customer	Repeat_Customer
Retention & Value KPIs	\$943.6	46%	1.68
	Life_Time_Value	Repeat_rate	Purchase_Frequency

Main

Details Tab

Select Measure

Repeat_Customer

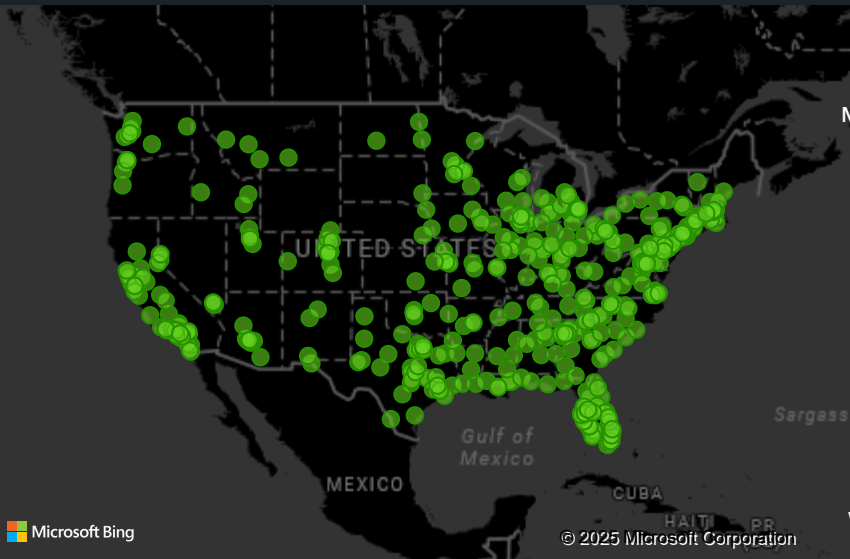
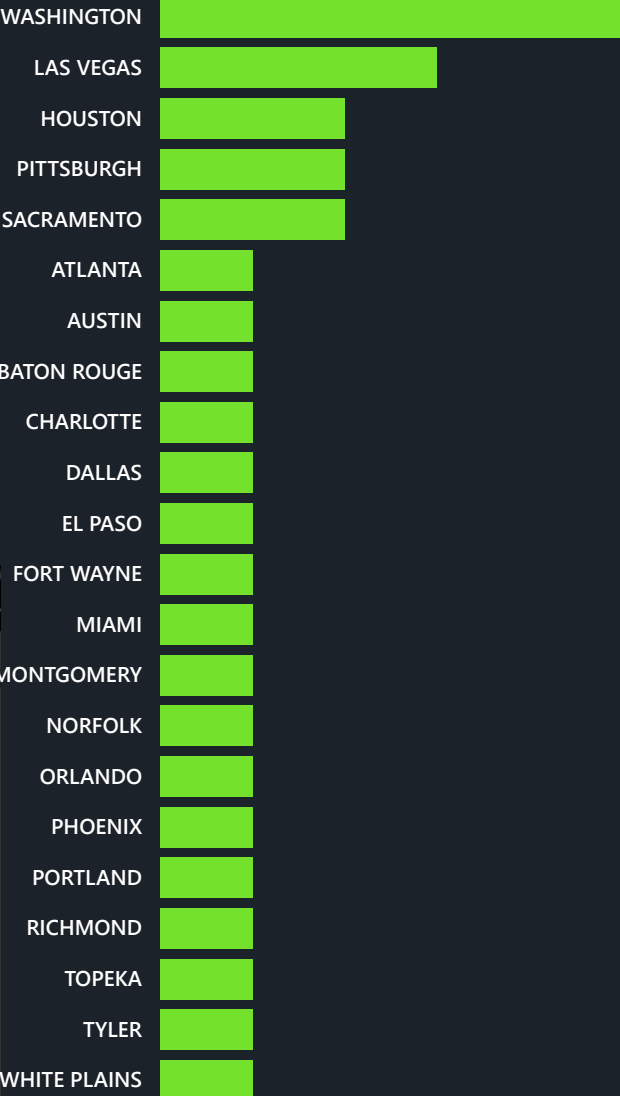
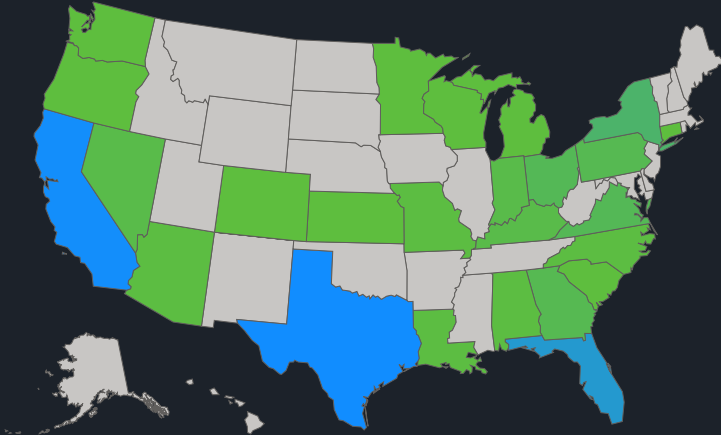
Gateway

All

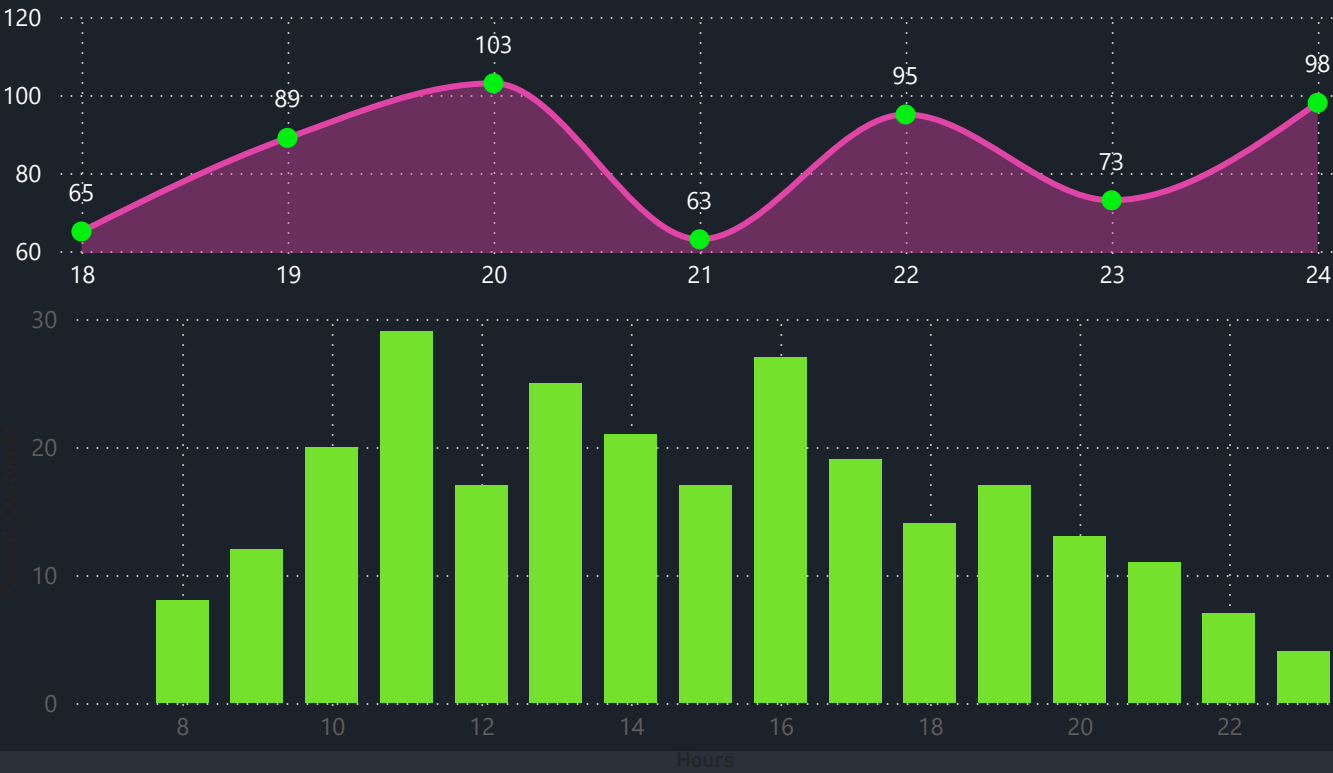
Province

All

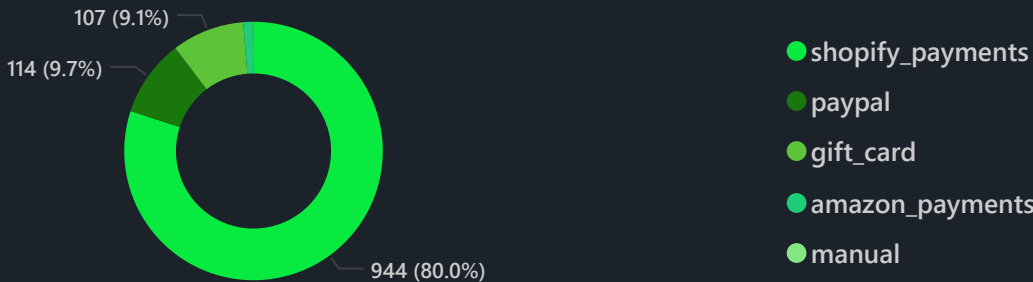
Regional Overview - Province & Cities by Repeat Customer



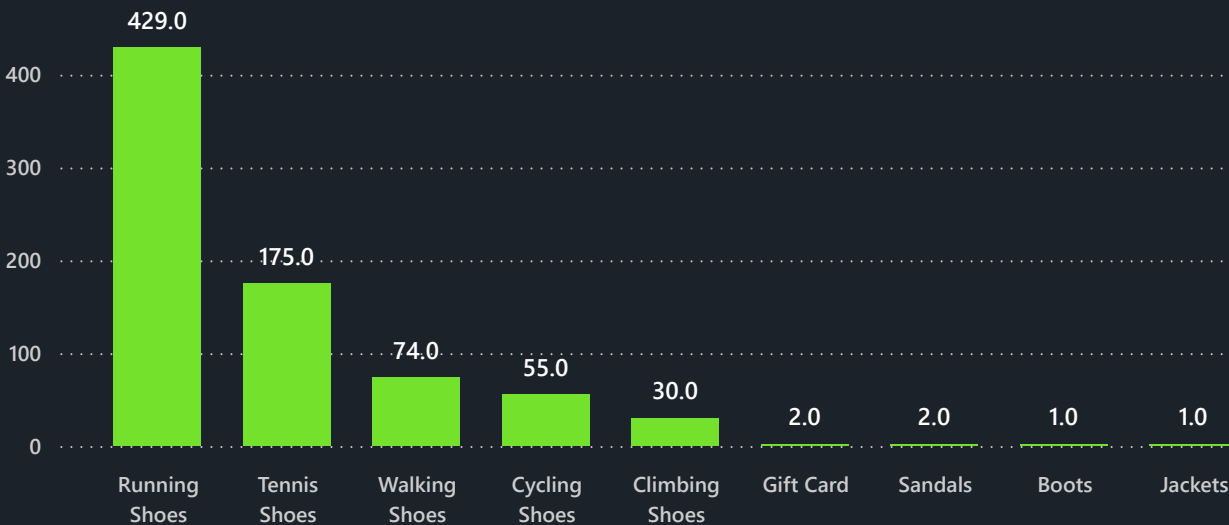
Repeat CustomerTrend Over Time



Repeat Customer By Gateway Payment



Repeat CustomerBy Product Type





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Main

Details Tab

Order Number	Customer_name	Customer Id	Country	Province	Zip Code	Product Type	Gateway	Net_Sales	Sum of Total Tax	Sum of Total Price Usd
6987	Theodoric Brazenor	1	United States	Michigan	82040	Tennis Shoes	shopify_payments	\$6,319	631.91	6,951.04
4087	Rubi Belt	1	United States	North Dakota	56401	Running Shoes	shopify_payments	\$1,525	152.51	1,677.64
6537	Cointon Gosselin	1	United States	Florida	51316	Walking Shoes	shopify_payments	\$1,465	146.46	1,611.09
4668	Carry Nudd	1	United States	Louisiana	8472	Cycling Shoes	shopify_payments	\$1,458	145.81	1,603.94
4088	Kalle Scraney	1	United States	Idaho	72872	Climbing Shoes	paypal	\$1,455	145.51	1,600.64
319	Trix Levine	1	United States	Oklahoma	78303	Walking Shoes	gift_card	\$1,319	131.91	1,451.04
5815	Amalie Sarra	1	United States	Pennsylvania	92502	Running Shoes	shopify_payments	\$1,281	128.11	1,409.24
3812	Irvin Sauter	1	United States	Michigan	51688	Cycling Shoes	shopify_payments	\$1,254	125.35	1,378.88
6156	Bronson Beecham	1	United States	New York	47986	Running Shoes	shopify_payments	\$1,223	122.31	1,345.44
3207	Sutton Strelitzki	1	United States	Kentucky	92149	Climbing Shoes	shopify_payments	\$1,222	122.15	1,343.68
5513	Prudi Greally	1	United States	Iowa	3595	Sandals	shopify_payments	\$1,211	121.11	1,332.24
1479	Kenon Elstow	1	United States	District of Columbia	64759	Walking Shoes	paypal	\$1,183	118.31	1,301.44
7349	Estevan Malthus	1	United States	Ohio	26610	Running Shoes	paypal	\$1,173	117.31	1,290.44
2406	Silas Rapelli	1	United States	Florida	54768	Running Shoes	shopify_payments	\$1,159	115.91	1,275.04
1807	Garrot Newcomb	1	United States	Pennsylvania	24598	Walking Shoes	shopify_payments	\$1,135	113.51	1,248.64
1165	Aggi Treswell	1	United States	Pennsylvania	81259	Running Shoes	paypal	\$1,129	112.91	1,242.04
5376	Maxim Weyland	1	United States	Maine	7590	Tennis Shoes	shopify_payments	\$1,125	112.51	1,237.64
5721	Mikael Shirt	1	United States	Indiana	64989	Running Shoes	shopify_payments	\$1,075	107.51	1,182.64
7104	Rhonda Bulbrook	1	United States	Texas	95354	Tennis Shoes	paypal	\$1,065	106.47	1,171.20
4842	Henrietta Clavey	1	United States	Louisiana	88358	Climbing Shoes	paypal	\$1,058	105.75	1,163.28
5597	Wes Sponder	1	United States	Michigan	59679	Walking Shoes	gift_card	\$1,041	104.11	1,145.24
4748	Vivia McKerley	1	United States	Minnesota	93608	Gift Card	shopify_payments	\$1,039	103.91	1,143.04
6890	Hadlee Szimoni	1	United States	Indiana	55467	Climbing Shoes	shopify_payments	\$1,038	103.83	1,142.16
3104	Cly Arnopp	1	United States	Massachusetts	57332	Running Shoes	shopify_payments	\$1,037	103.71	1,140.84
6507	Isaiah Ditt	1	United States	Wisconsin	36126	Climbing Shoes	shopify_payments	\$1,037	103.67	1,140.40
1415	Min Reedyhough	1	United States	Arizona	13446	Walking Shoes	amazon_payments	\$1,035	103.51	1,138.64
5188	Wadsworth Hayfield	1	United States	Pennsylvania	36813	Walking Shoes	paypal	\$1,027	102.71	1,129.84
3155	Pepillo Sidworth	1	United States	Louisiana	18352	Walking Shoes	shopify_payments	\$1,026	102.63	1,128.96
4173	Lina Creser	1	United States	Pennsylvania	22586	Cycling Shoes	shopify_payments	\$1,025	102.51	1,127.64
745	Burg Thorndale	1	United States	Kansas	3651	Walking Shoes	paypal	\$1,025	102.47	1,127.20
4577	Hartwell Messiter	1	United States	District of Columbia	2016	Tennis Shoes	manual	\$1,017	101.71	1,118.84
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87