



SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction Performance	<div>\$4M</div> <div>Net Sales</div>	<div>8K</div> <div>Sum of Quantity</div>	<div>\$563</div> <div>Net Avg Order Value</div>
	<div>4431</div> <div>Total Customers</div>	<div>2392</div> <div>Single Order Customers</div>	<div>2039</div> <div>Repeat Customers</div>
	<div>\$944</div> <div>Life Time Value</div>	<div>46%</div> <div>Repeat Rate</div>	<div>1.68</div> <div>Purchase Frequency</div>

Select Meas...

Net Sales

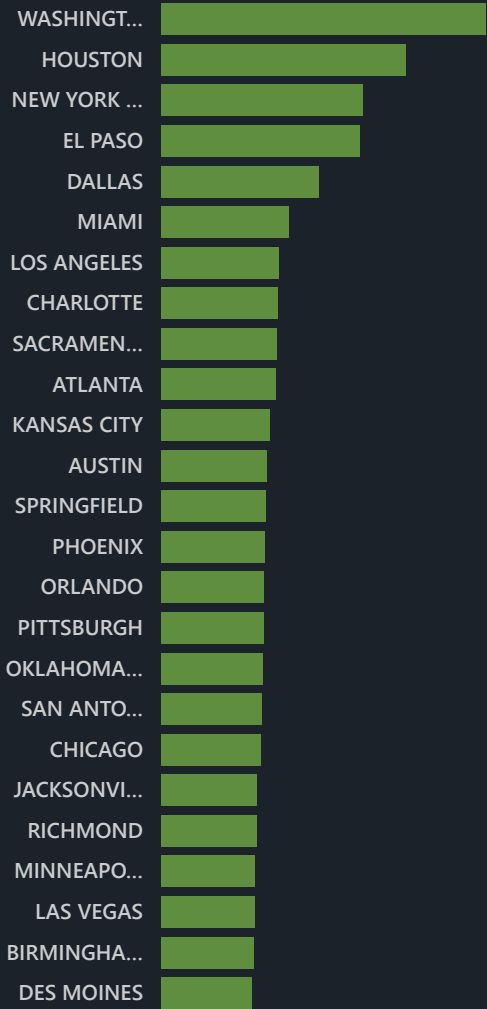
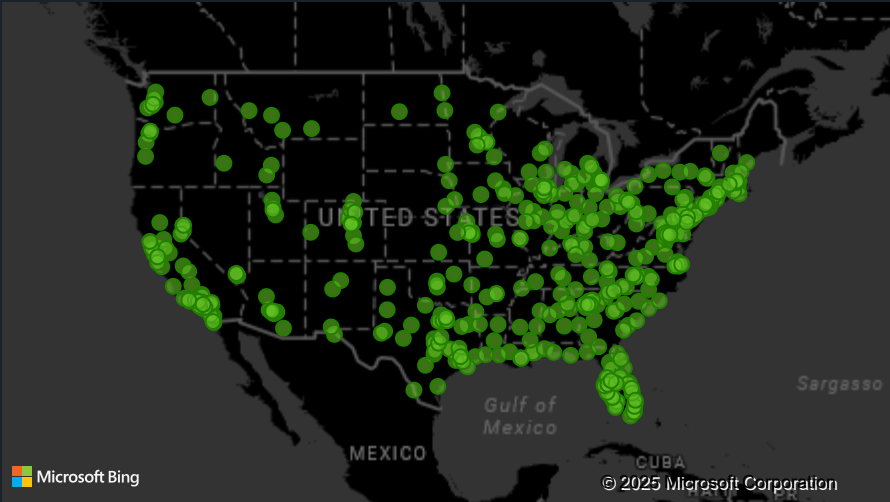
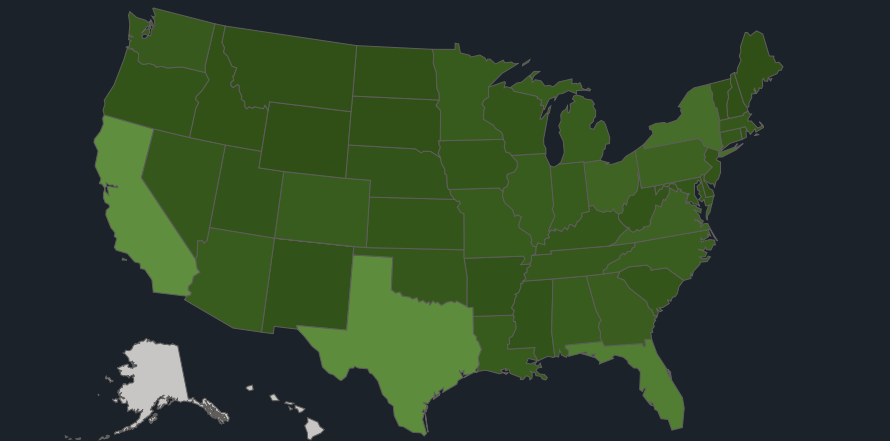
Gateway

All

Province

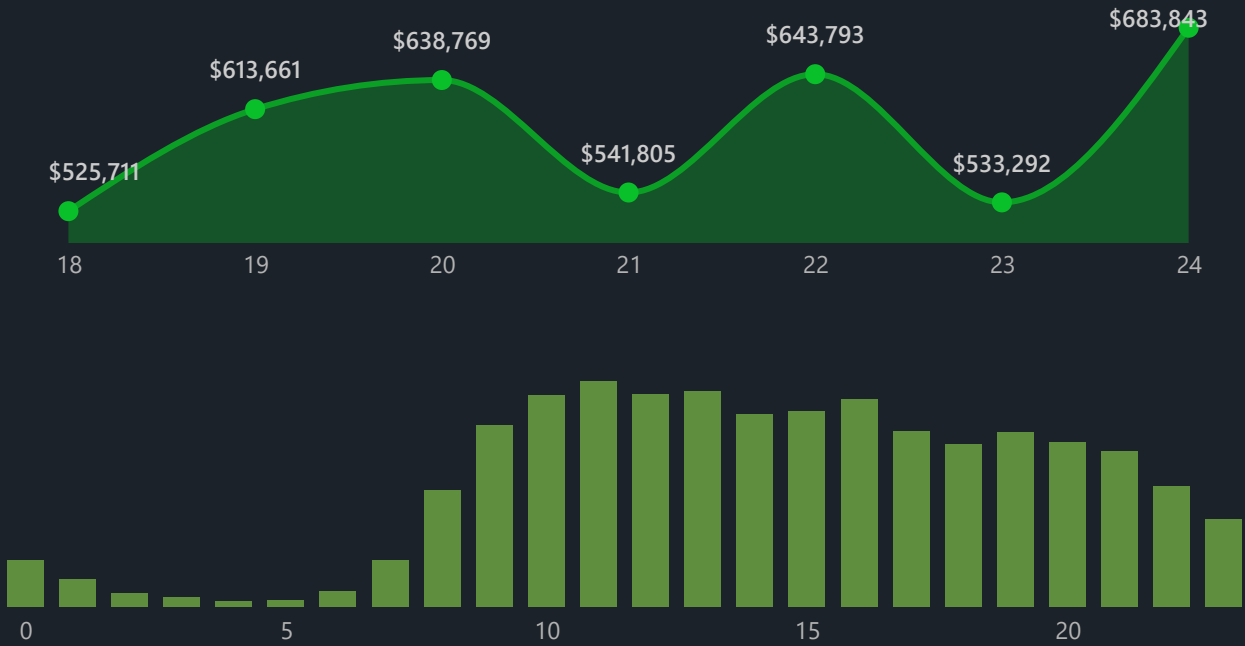
All

Regional Overview - Province & Cities by Net Sales

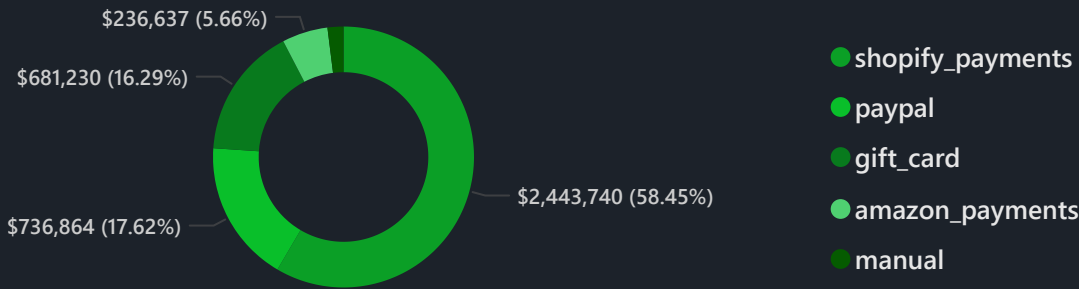


\$0.0M \$0.1M

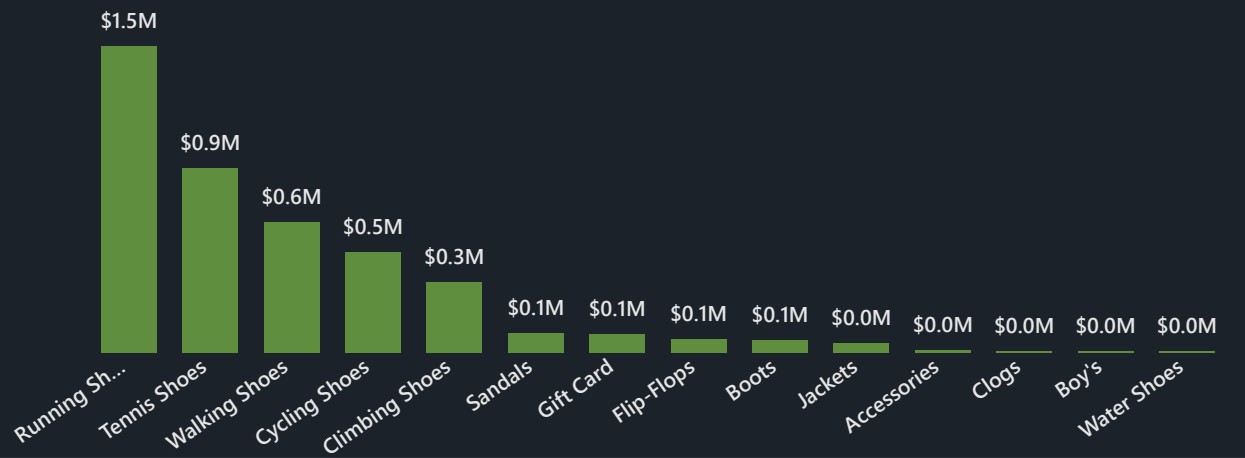
Net Sales Trend Over Time



Net Sales by Gateway Payment Method



Net Sales by Product Type





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Select Meas...

Net Sales

Gateway

All

Province

All

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price Usd
6987	Theodoric Brazenor	1	Michigan	DETROIT	82040	Tennis Shoes	shopify_payments	\$6,319	631.91	6,951.04
4087	Rubi Belt	1	North Dakota	FARGO	56401	Running Shoes	shopify_payments	\$1,525	152.51	1,677.64
6537	Cointon Gosselin	1	Florida	ORLANDO	51316	Walking Shoes	shopify_payments	\$1,465	146.46	1,611.09
4668	Carry Nudd	1	Louisiana	NEW ORLEANS	8472	Cycling Shoes	shopify_payments	\$1,458	145.81	1,603.94
4088	Kalle Scraney	1	Idaho	BOISE	72872	Climbing Shoes	paypal	\$1,455	145.51	1,600.64
319	Trix Levine	1	Oklahoma	OKLAHOMA CITY	78303	Walking Shoes	gift_card	\$1,319	131.91	1,451.04
5815	Amalie Sarra	1	Pennsylvania	ERIE	92502	Running Shoes	shopify_payments	\$1,281	128.11	1,409.24
3812	Irvin Sauter	1	Michigan	ANN ARBOR	51688	Cycling Shoes	shopify_payments	\$1,254	125.35	1,378.88
6156	Bronson Beecham	1	New York	ALBANY	47986	Running Shoes	shopify_payments	\$1,223	122.31	1,345.44
3207	Sutton Strelitzki	1	Kentucky	LEXINGTON	92149	Climbing Shoes	shopify_payments	\$1,222	122.15	1,343.68
5513	Prudi Greally	1	Iowa	DES MOINES	3595	Sandals	shopify_payments	\$1,211	121.11	1,332.24
1479	Kenon Elstow	1	District of Columbia	WASHINGTON	64759	Walking Shoes	paypal	\$1,183	118.31	1,301.44
7349	Estevan Malthus	1	Ohio	DAYTON	26610	Running Shoes	paypal	\$1,173	117.31	1,290.44
2406	Silas Rapelli	1	Florida	DAYTONA BEACH	54768	Running Shoes	shopify_payments	\$1,159	115.91	1,275.04
1807	Garrot Newcomb	1	Pennsylvania	ALLENTOWN	24598	Walking Shoes	shopify_payments	\$1,135	113.51	1,248.64
1165	Aggi Treswell	1	Pennsylvania	PHILADELPHIA	81259	Running Shoes	paypal	\$1,129	112.91	1,242.04
5376	Maxim Weyland	1	Maine	PORTLAND	7590	Tennis Shoes	shopify_payments	\$1,125	112.51	1,237.64
5721	Mikael Shirt	1	Indiana	INDIANAPOLIS	64989	Running Shoes	shopify_payments	\$1,075	107.51	1,182.64
7104	Rhonda Bulbrook	1	Texas	CORPUS CHRISTI	95354	Tennis Shoes	paypal	\$1,065	106.47	1,171.20
4842	Henrietta Clavey	1	Louisiana	MONROE	88358	Climbing Shoes	paypal	\$1,058	105.75	1,163.28
5597	Wes Sponder	1	Michigan	MUSKEGON	59679	Walking Shoes	gift_card	\$1,041	104.11	1,145.24
4748	Vivia McKerley	1	Minnesota	SAINT PAUL	93608	Gift Card	shopify_payments	\$1,039	103.91	1,143.04
6890	Hadlee Szimoni	1	Indiana	LAFAYETTE	55467	Climbing Shoes	shopify_payments	\$1,038	103.83	1,142.16
3104	Cly Arnopp	1	Massachusetts	NEW BEDFORD	57332	Running Shoes	shopify_payments	\$1,037	103.71	1,140.84
6507	Isaiah Ditt	1	Wisconsin	GREEN BAY	36126	Climbing Shoes	shopify_payments	\$1,037	103.67	1,140.40
1415	Min Reedyhough	1	Arizona	TUCSON	13446	Walking Shoes	amazon_payments	\$1,035	103.51	1,138.64
5188	Wadsworth Hayfield	1	Pennsylvania	PITTSBURGH	36813	Walking Shoes	paypal	\$1,027	102.71	1,129.84
3155	Pepillo Sidworth	1	Louisiana	SHREVEPORT	18352	Walking Shoes	shopify_payments	\$1,026	102.63	1,128.96
4173	Lina Creser	1	Pennsylvania	JOHNSTOWN	22586	Cycling Shoes	shopify_payments	\$1,025	102.51	1,127.64
745	Burg Thorndale	1	Kansas	WICHITA	3651	Walking Shoes	paypal	\$1,025	102.47	1,127.20
4577	Hartwell Messiter	1	District of Columbia	WASHINGTON	2016	Tennis Shoes	manual	\$1,017	101.71	1,118.84
6712	Kial Antonov	1	California	LONG BEACH	7369	Tennis Shoes	shopify_payments	\$1,017	101.71	1,118.84
6246	Luca Marjoram	1	South Carolina	COLUMBIA	39729	Running Shoes	shopify_payments	\$1,009	100.91	1,110.04
7305	Margalo Lofthouse	1	Nevada	LAS VEGAS	69775	Cycling Shoes	shopify_payments	\$1,004	100.39	1,104.32
7179	Noland Maier	1	Texas	EL PASO	91538	Running Shoes	shopify_payments	\$991	99.11	1,090.24
2066	Noel Brian	1	Connecticut	NORWALK	83737	Tennis Shoes	shopify_payments	\$987	98.71	1,085.84
3616	Ottilie Cockshot	1	Florida	ORLANDO	10792	Climbing Shoes	amazon_payments	\$987	98.71	1,085.84
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87