

notebooks-03-kpi-analysis

January 6, 2026

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[3]: merchants = pd.read_csv(
    r"D:\Shopify-Revenue-Growth-Analytics\Data\merchants.csv",
    parse_dates=["signup_date", "churn_date"],
    dayfirst=True
)

orders = pd.read_csv(
    r"D:\Shopify-Revenue-Growth-Analytics\Data\orders.csv",
    parse_dates=["order_date"],
    dayfirst=True
)

[4]: total_gmv = orders["order_value"].sum()
    active_merchants = merchants[merchants["churned"] == "No"].shape[0]
    arpu = total_gmv / merchants.shape[0]
    churn_rate = merchants[merchants["churned"] == "Yes"].shape[0] / merchants.
    ↪shape[0]

[5]: print(f"Total GMV: ${total_gmv:,.0f}")
    print(f"ARPU: ${arpu:,.2f}")
    print(f"Churn Rate: {churn_rate:.2%}")
```

Total GMV: \$12,116,710
ARPU: \$10,097.26
Churn Rate: 29.75%

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[ ]:
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