

## notebooks-03-kpi-analysis

January 6, 2026

```
[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%

[ ]: