



Sales analysis

Details

Select Mea...

Net Sales

Gateway

All

Billing Addr...

All

# SHOPIFY | SALES ANALYSIS FUNNEL REPORT

Transaction  
Performance

Net Sales

\$4,180,874

Net Avg Order Value

\$562.6

Total Quantity

8K

Customer  
Purchase  
Behaviour

Total Customers

4431

Single Order Customers

2392

Repeat Order Customers

2039

Retention &  
Value KPIs

Life Time Value

\$943.6

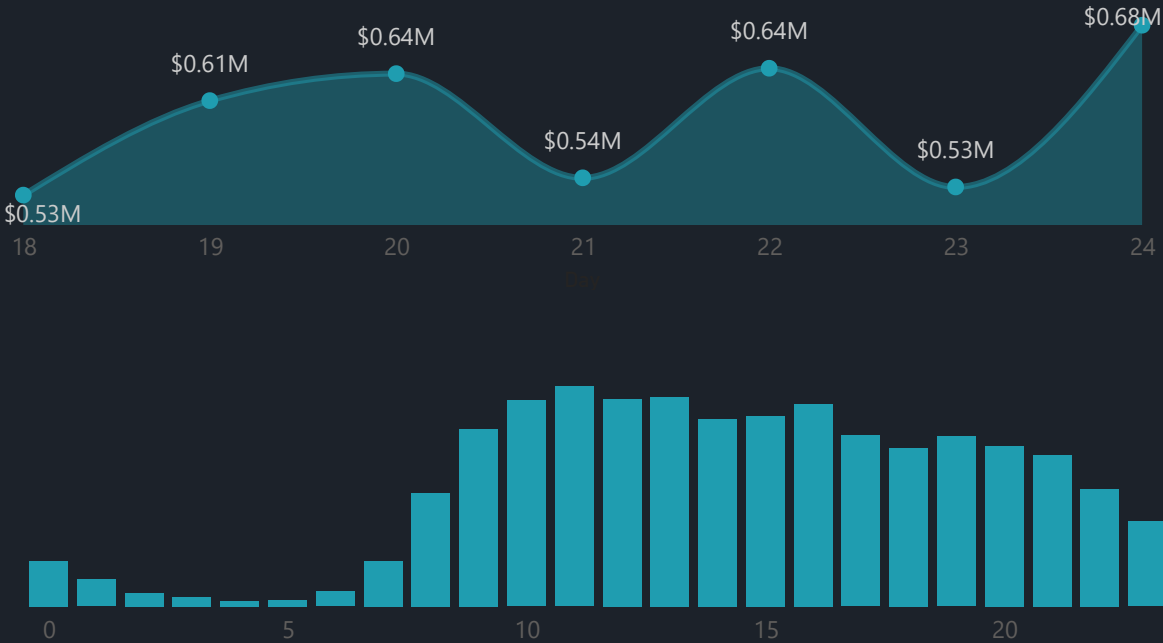
Repeat Rate

46%

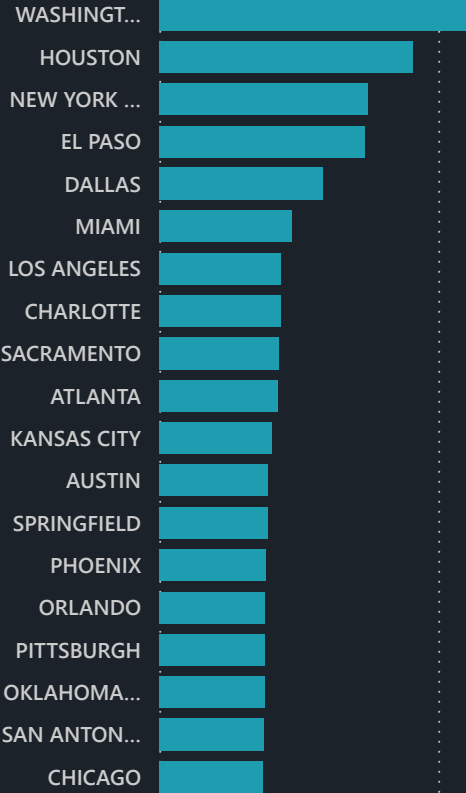
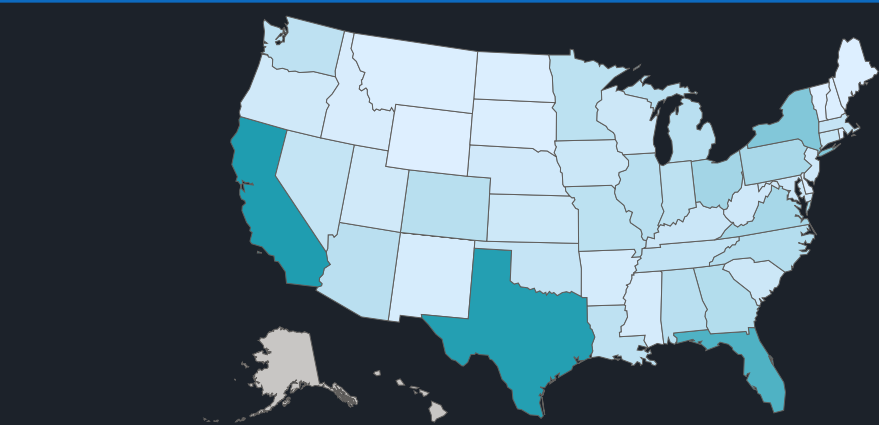
Purchase Frequency

1.68

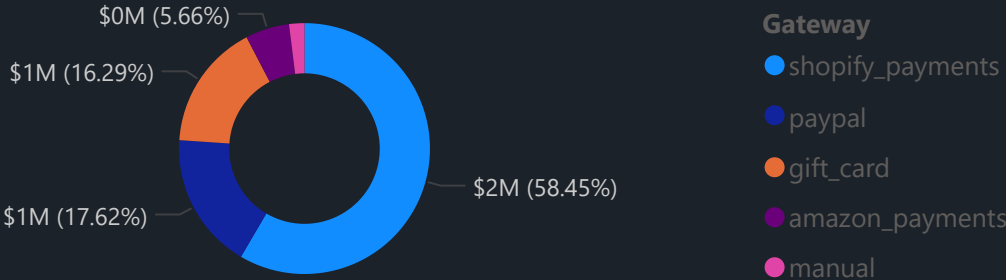
Net Sales Trend Over Time



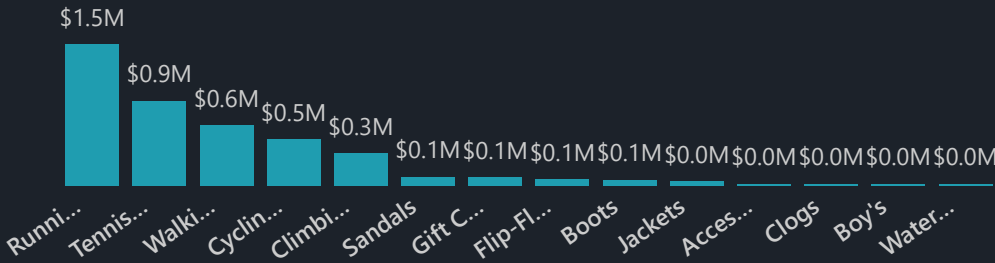
Regional Overview - Province & Cities by Net Sales



Net Sales by Gateway Payment Method



Net Sales by Product Type





# SHOPIFY | SALES ANALYSIS FUNNEL REPORT

Sales analysis

Details

Order Number	Customer Name	Billing Address Last Name	CITY	Sum of Billing Address Zip	Product Type	Gateway	Net Sales	Sum of Total Tax	Total
6987	Theodoric Brazenor	Brazenor	DETROIT	82040	Tennis Shoes	shopify_payments	\$6,319	631.91	
4087	Rubi Belt	Belt	FARGO	56401	Running Shoes	shopify_payments	\$1,525	152.51	
6537	Cointon Gosselin	Gosselin	ORLANDO	51316	Walking Shoes	shopify_payments	\$1,465	146.46	
4668	Carry Nudd	Nudd	NEW ORLEANS	8472	Cycling Shoes	shopify_payments	\$1,458	145.81	
4088	Kalle Scraney	Scraney	BOISE	72872	Climbing Shoes	paypal	\$1,455	145.51	
319	Trix Levine	Levine	OKLAHOMA CITY	78303	Walking Shoes	gift_card	\$1,319	131.91	
5815	Amalie Sarra	Sarra	ERIE	92502	Running Shoes	shopify_payments	\$1,281	128.11	
3812	Irvin Sauter	Sauter	ANN ARBOR	51688	Cycling Shoes	shopify_payments	\$1,254	125.35	
6156	Bronson Beecham	Beecham	ALBANY	47986	Running Shoes	shopify_payments	\$1,223	122.31	
3207	Sutton Strelitzki	Strelitzki	LEXINGTON	92149	Climbing Shoes	shopify_payments	\$1,222	122.15	
5513	Prudi Grealley	Grealley	DES MOINES	3595	Sandals	shopify_payments	\$1,211	121.11	
1479	Kenon Elstow	Elstow	WASHINGTON	64759	Walking Shoes	paypal	\$1,183	118.31	
7349	Estevan Malthus	Malthus	DAYTON	26610	Running Shoes	paypal	\$1,173	117.31	
2406	Silas Rapelli	Rapelli	DAYTONA BEACH	54768	Running Shoes	shopify_payments	\$1,159	115.91	
1807	Garrot Newcomb	Newcomb	ALLEN TOWN	24598	Walking Shoes	shopify_payments	\$1,135	113.51	
1165	Aggi Treswell	Treswell	PHILADELPHIA	81259	Running Shoes	paypal	\$1,129	112.91	
5376	Maxim Weyland	Weyland	PORTLAND	7590	Tennis Shoes	shopify_payments	\$1,125	112.51	
5721	Mikael Shirt	Shirt	INDIANAPOLIS	64989	Running Shoes	shopify_payments	\$1,075	107.51	
7104	Rhonda Bulbrook	Bulbrook	CORPUS CHRISTI	95354	Tennis Shoes	paypal	\$1,065	106.47	
4842	Henrietta Clavey	Clavey	MONROE	88358	Climbing Shoes	paypal	\$1,058	105.75	
5597	Wes Sponder	Sponder	MUSKEGON	59679	Walking Shoes	gift_card	\$1,041	104.11	
4748	Vivia McKerley	McKerley	SAINT PAUL	93608	Gift Card	shopify_payments	\$1,039	103.91	
6890	Hadlee Szimoni	Szimoni	LAFAYETTE	55467	Climbing Shoes	shopify_payments	\$1,038	103.83	
3104	Cly Arnopp	Arnopp	NEW BEDFORD	57332	Running Shoes	shopify_payments	\$1,037	103.71	
6507	Isaiah Ditt	Ditt	GREEN BAY	36126	Climbing Shoes	shopify_payments	\$1,037	103.67	
1415	Min Reedyhough	Reedyhough	TUCSON	13446	Walking Shoes	amazon_payments	\$1,035	103.51	
5188	Wadsworth Hayfield	Hayfield	PITTSBURGH	36813	Walking Shoes	paypal	\$1,027	102.71	
3155	Pepillo Sidworth	Sidworth	SHREVEPORT	18352	Walking Shoes	shopify_payments	\$1,026	102.63	
4173	Lina Creser	Creser	JOHNSTOWN	22586	Cycling Shoes	shopify_payments	\$1,025	102.51	
745	Burg Thorndale	Thorndale	WICHITA	3651	Walking Shoes	paypal	\$1,025	102.47	
4577	Hartwell Messiter	Messiter	WASHINGTON	2016	Tennis Shoes	manual	\$1,017	101.71	
6712	Kial Antonov	Antonov	LONG BEACH	7369	Tennis Shoes	shopify_payments	\$1,017	101.71	
6246	Luca Marjoram	Marjoram	COLUMBIA	39729	Running Shoes	shopify_payments	\$1,009	100.91	
7305	Margalo Lofthouse	Lofthouse	LAS VEGAS	69775	Cycling Shoes	shopify_payments	\$1,004	100.39	
7179	Noland Maier	Maier	EL PASO	91538	Running Shoes	shopify_payments	\$991	99.11	
2066	Noel Brian	Brian	NORWALK	83737	Tennis Shoes	shopify_payments	\$987	98.71	
3616	Ottillie Cockshot	Cockshot	ORLANDO	10792	Climbing Shoes	amazon_payments	\$987	98.71	
Total				367597147			\$4,180,874	418,087.35	4,598,961.35