



# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transcation Performance	<div>\$4M</div> <div>Net_Sales</div>	<div>7534</div> <div>Total_quantity</div>	<div>\$563</div> <div>Net_AVG-Order_value</div>
Customer Purchase behaviour	<div>4431</div> <div>Total_Customer</div>	<div>2392</div> <div>Single_Customer_Order</div>	<div>2039</div> <div>Repeat_Customer</div>
Retention & Values KPI	<div>\$943.6</div> <div>Life_Time_Value</div>	<div>46.0%</div> <div>Repeat Rate</div>	<div>1.68</div> <div>Purchase Frequency</div>

Select Measure

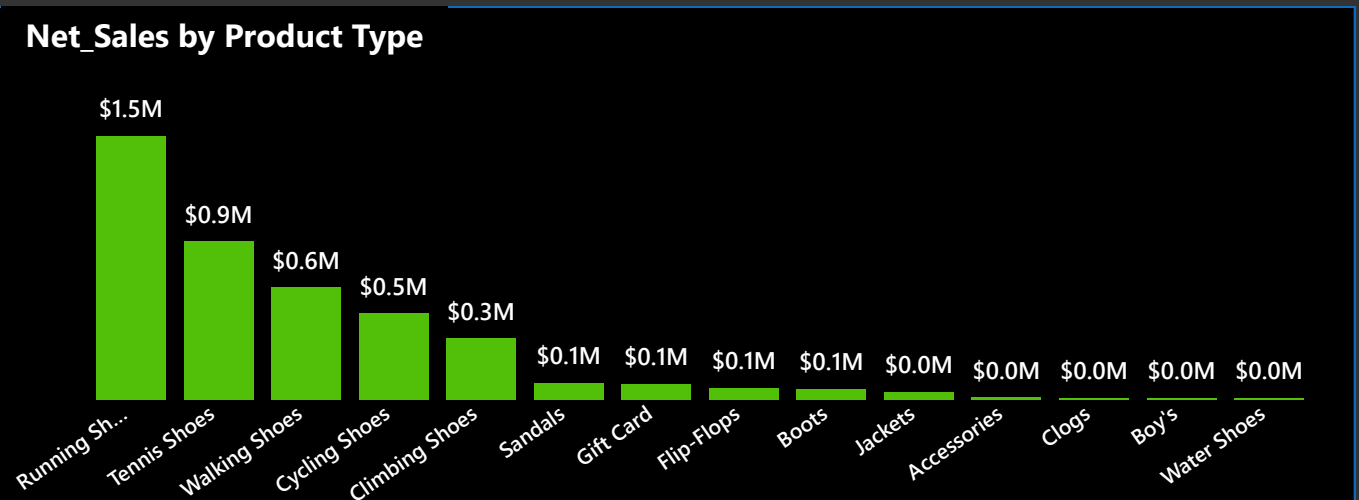
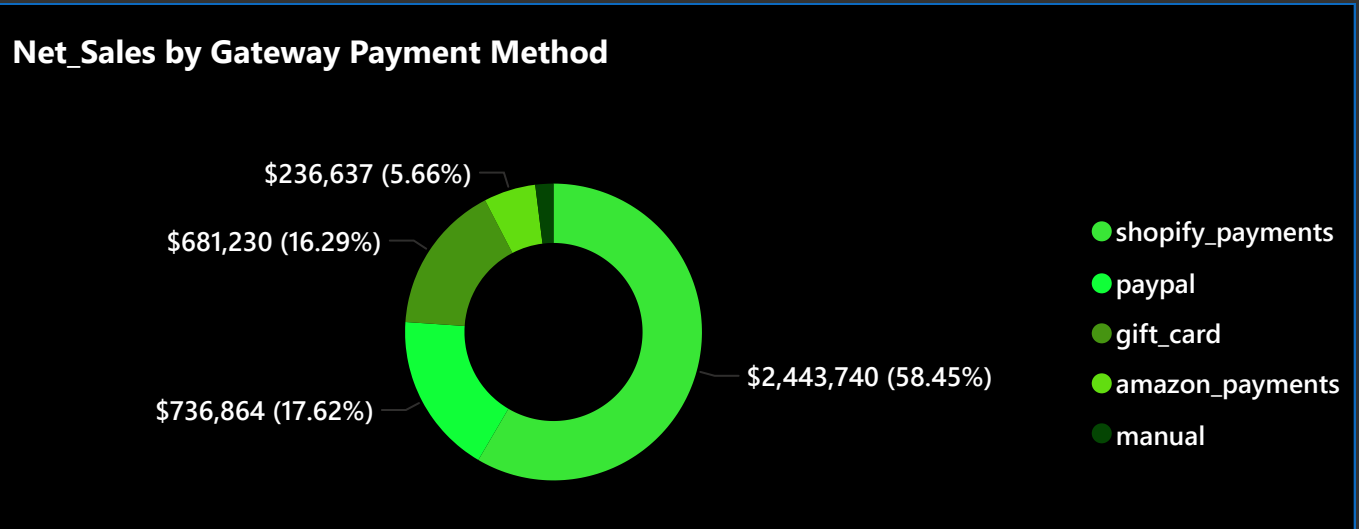
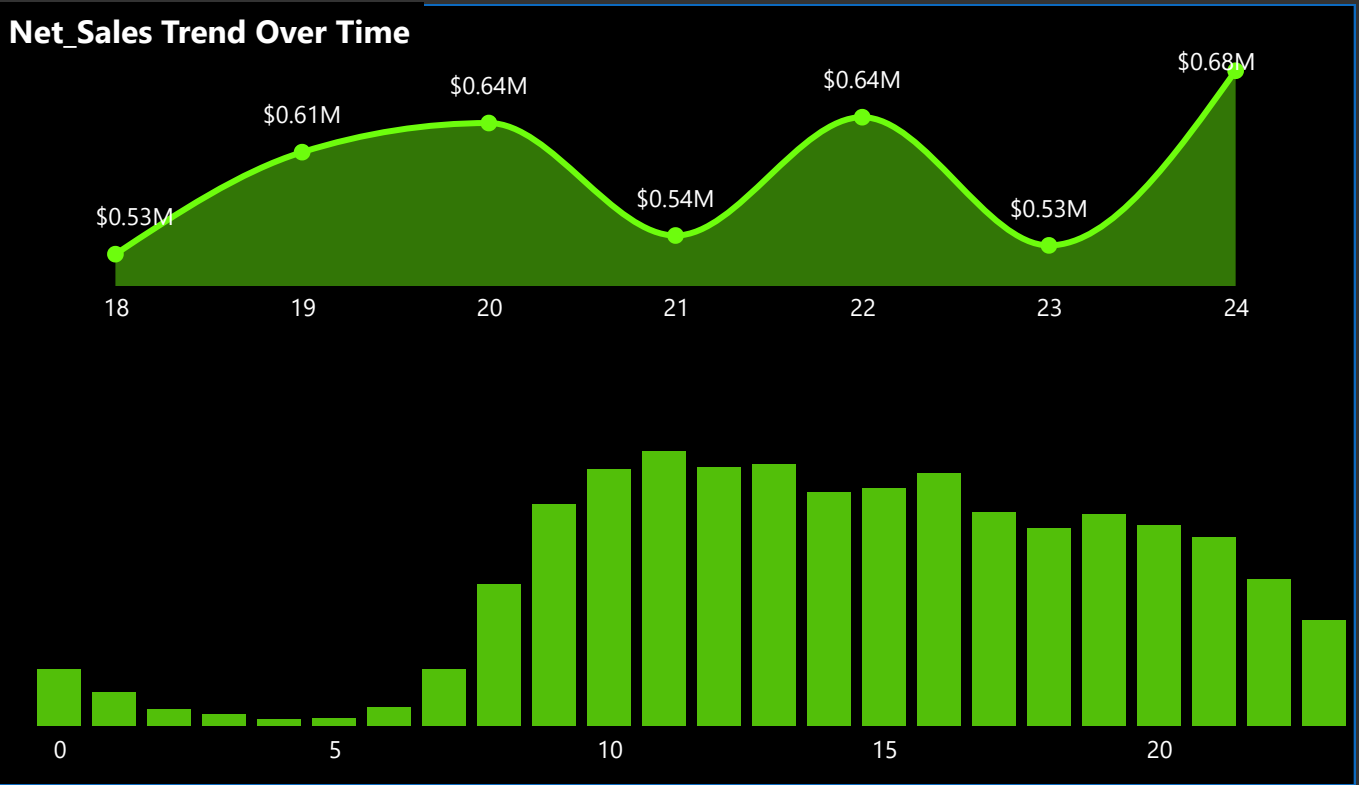
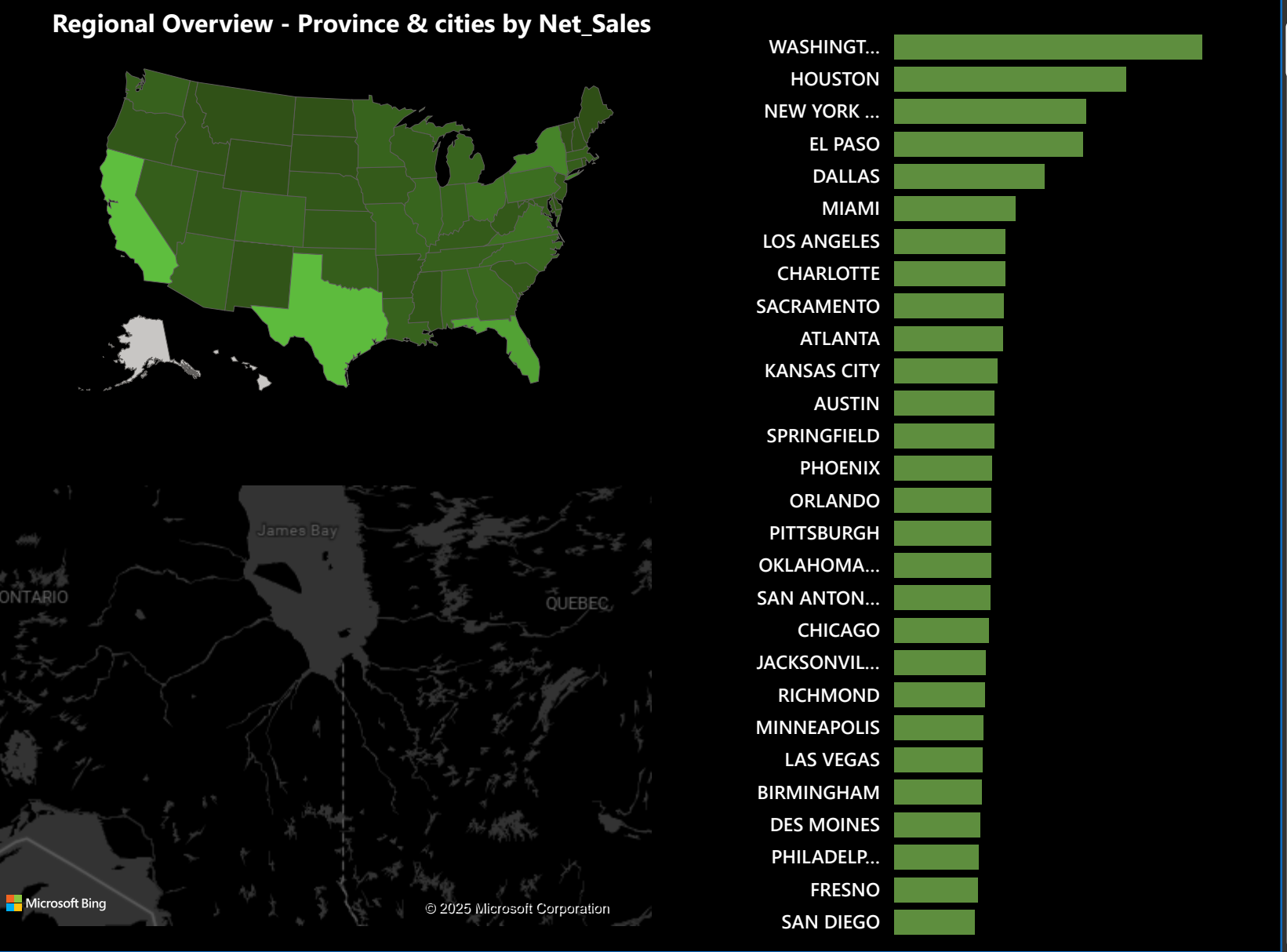
Net\_Sales

Gateway

All

Province

All





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Order Number	Customer nmae	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net_Sales	Total Tax	Total Price Usd
0	Roselia Pidgen	1	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555.64
1	Gideon Viney	1	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92
2	Henka Giorgini	1	California	ORANGE	57153	Tennis Shoes	paypal	\$518	51.75	569.28
3	Candy Bilbey	1	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	53.19	585.12
4	Freida Argent	1	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	49.71	546.84
5	Haley Leyfield	1	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	568.84
6	Lisette Scarborough	1	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	57.99	637.92
7	Gustaf Esterbrook	1	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	57.99	637.92
8	Marcella Rengger	1	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	854.29
9	Zollie Egan	1	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	52.71	579.84
10	Ailyn Broadberrie	1	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	65.05	715.58
11	Catharina Mathieu	1	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	546.84
12	Arliene Pescott	1	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16
13	Jennie Petters	1	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	49.35	542.88
14	Tiffani Hatrey	1	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	52.71	579.84
15	Ddene Thake	1	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	51.71	568.84
16	Thoma Kewley	1	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84
17	Jaimie Toffetto	1	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	63.51	698.64
18	Edik McMurdo	1	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	51.75	569.28
19	Erskine Itzakson	1	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	73.11	804.24
20	Dannie Delea	1	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	51.71	568.84
21	Cacilia Mathew	1	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	50.51	555.64
22	Dene Wylder	1	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	49.35	542.88
23	Tyrone Ogborne	1	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	51.75	569.28
24	Kari Ceschini	1	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	55.51	610.64
25	Dorey McKeighan	1	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546.84
26	Dorene Malthouse	1	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	61.51	676.64
27	Vergil Docwra	1	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	610.64
28	Georgeanne Abramamovh	1	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	57.99	637.92
29	Halli Lovel	1	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	50.71	557.84
30	Laureen Sawtell	1	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	52.71	579.84
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87