



# shopify | SALES AND CUSTOMER FUNNEL REPORT- March 2025

## Navigations

Shopify Analytics

Details Tab

## Filter Panel

Select Measure

Net sales

Gateway

All

Province

All

shopify

### TRANSACTION PERFORMANCE

\$41,80,874

Net sales

7534

Total Quantity

\$562.6

Net Avg Ordervalue

### CUSTOMER PERFORMANCE BEHAVIOUR

4431

Total Customers

2392

Single Order Customer

2039

Repeat Customer

### RETENTION & VALUES KPIs

\$944

Life Time Value

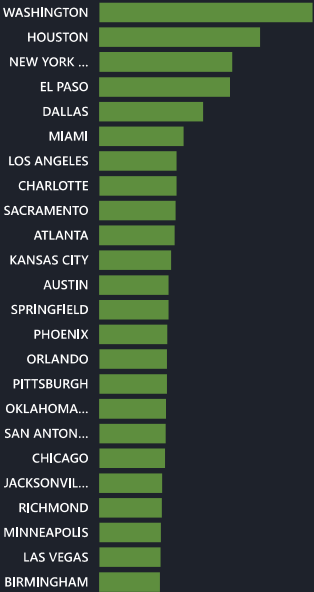
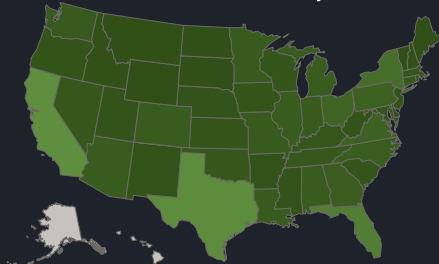
46%

Repeat rate

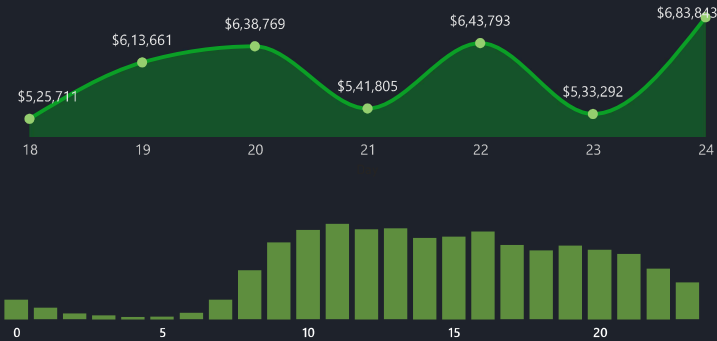
1.68

Purchase Frequency

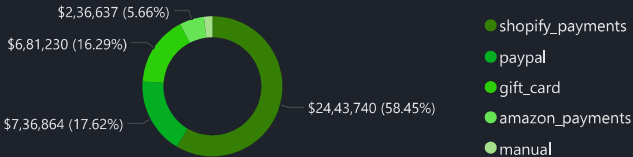
### Regional Overview - Province & Cities by Net Sales



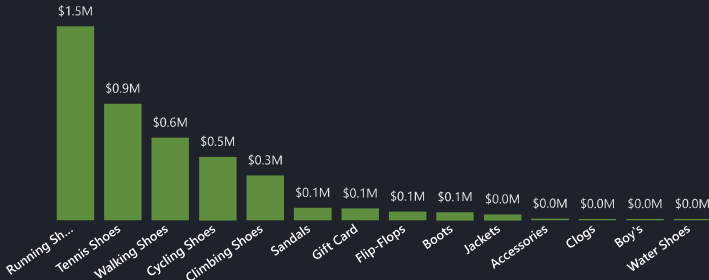
### Net Sales Trend Over Time



### Net Sales by Gateway payment Method



### Net Sales by Product Type





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Order Number	Customer Name	Customer Id	Province	CITY	Billing Address Zip	Product Type	Gateway	Net sales	Total Tax	Total
0	Roselia Pidgen	4334	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	
1	Gideon Viney	5986	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	
2	Henka Giorgini	1163	California	ORANGE	57153	Tennis Shoes	paypal	\$518	51.75	
3	Candy Bilbey	5190	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	53.19	
4	Freida Argent	4743	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	49.71	
5	Haley Leyfield	5780	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	
6	Lisette Scarborough	5663	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	57.99	
7	Gustaf Esterbrook	3393	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	57.99	
8	Marcella Rengger	5744	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	
9	Zollie Egan	2452	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	52.71	
10	Ailyn Broadberrie	487	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	65.05	
11	Catharina Mathieu	5904	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	
12	Arlene Pescott	6183	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	
13	Jennie Petters	1833	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	49.35	
14	Tiffani Hatrey	5669	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	52.71	
15	Ddene Thake	4422	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	51.71	
16	Thoma Kewley	2085	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	
17	Jaimie Toffetto	1366	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	63.51	
18	Edik McMurdo	6055	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	51.75	
19	Erskine Itzakson	2033	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	73.11	
20	Dannie Delea	3812	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	51.71	
21	Cacilia Mathew	6113	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	50.51	
22	Dene Wylder	81	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	49.35	
23	Tyrone Ogborne	4534	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	51.75	
24	Kari Ceschini	1888	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	55.51	
25	Dorey McKeighan	4633	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	
26	Dorene Malthouse	2006	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	61.51	
27	Vergil Docwra	4122	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	
28	Georgeanne Abramamovh	5865	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	57.99	
29	Halli Lovel	4469	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	50.71	
30	Laureen Sawtell	4726	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	52.71	
31	Brent Croxon	753	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	49.76	
32	Roland Dumigan	6064	Louisiana	SHREVEPORT	91713	Tennis Shoes	shopify_payments	\$565	56.51	
33	Munmro Gascar	5128	Texas	EL PASO	50733	Walking Shoes	amazon_payments	\$537	53.71	
34	Reg Douth	3354	California	PASADENA	14557	Running Shoes	paypal	\$486	48.55	
35	Jenna Hustler	6320	North Carolina	WILMINGTON	42168	Walking Shoes	shopify_payments	\$585	58.51	
36	Porter Mundford	1796	Indiana	GARY	83288	Tennis Shoes	paypal	\$507	50.71	
37	Udale Gerrad	2010	Michigan	DETROIT	35066	Walking Shoes	shopify_payments	\$673	67.27	
38	Dion Carlucci	4722	Texas	ROUND ROCK	5039	Tennis Shoes	shopify_payments	\$494	49.35	
39	Theodric Eddington	1913	Texas	BEAUMONT	97142	Cycling Shoes	shopify_payments	\$527	52.71	
Total								\$41,80,874		