

# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



⋮ Navigators

Shopify Analysis

Details

⌵ Filter Panel

Select Meas...

Net sales

Gateway

All

Province

All

Developed by  
Saksham Singh

Transaction  
Performance

\$41,80,874  
Net sales

7534  
Total Quantity

\$562.6  
Net Avg Order Value

Customer  
Purchase  
Behavior

4431  
Total customers

2392  
Single Order Customers

2039  
Repeat Customers

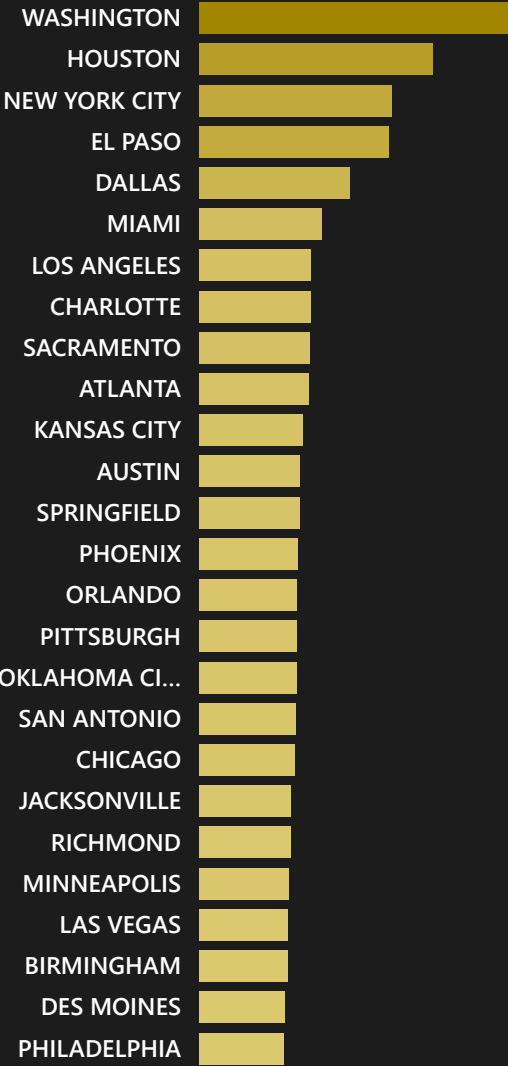
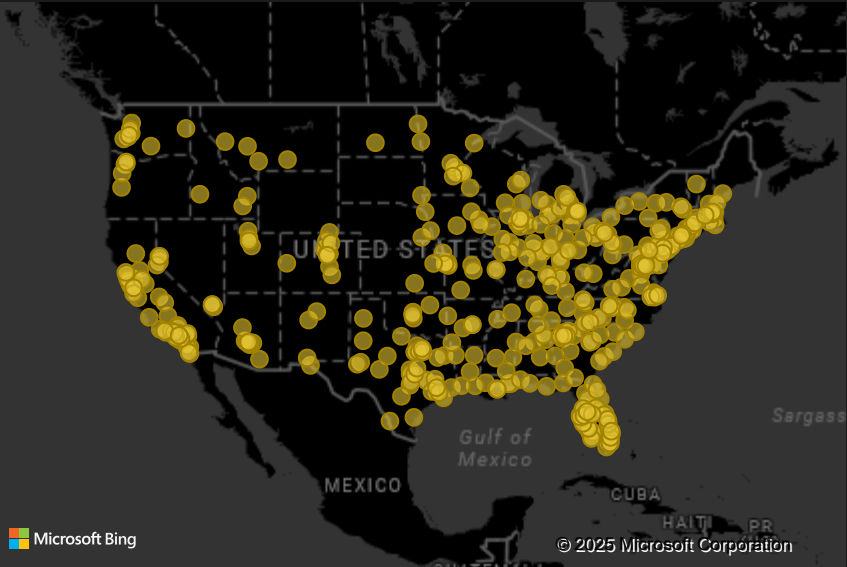
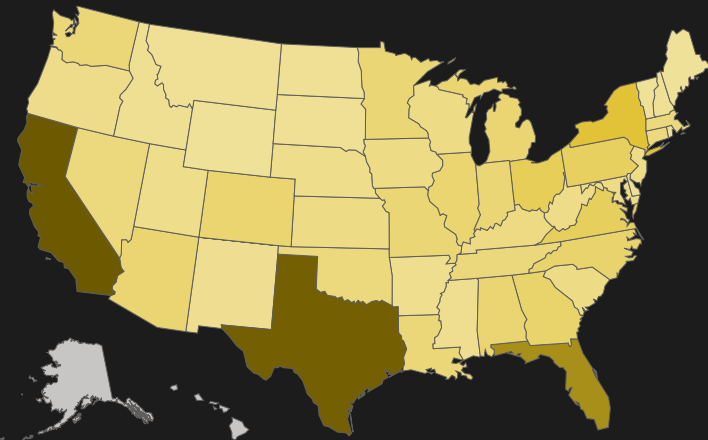
Retention &  
Value KPIs

\$943.6  
Life Time Value

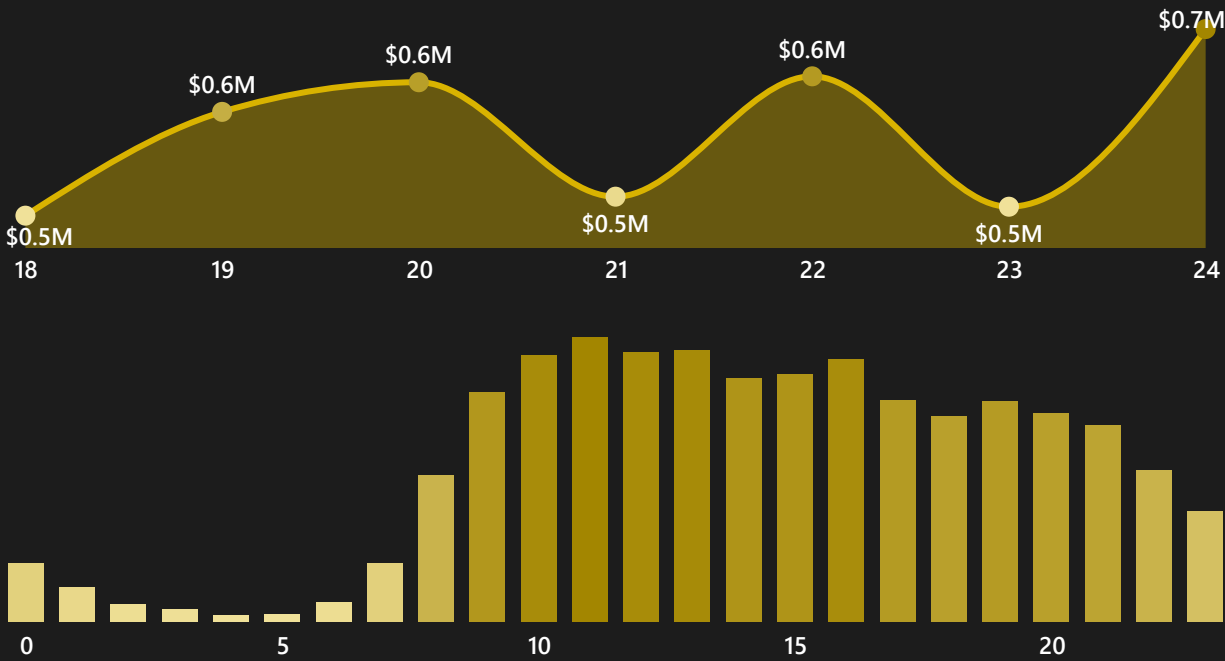
46.02%  
Repeat Rate

1.68  
Purchase Frequency

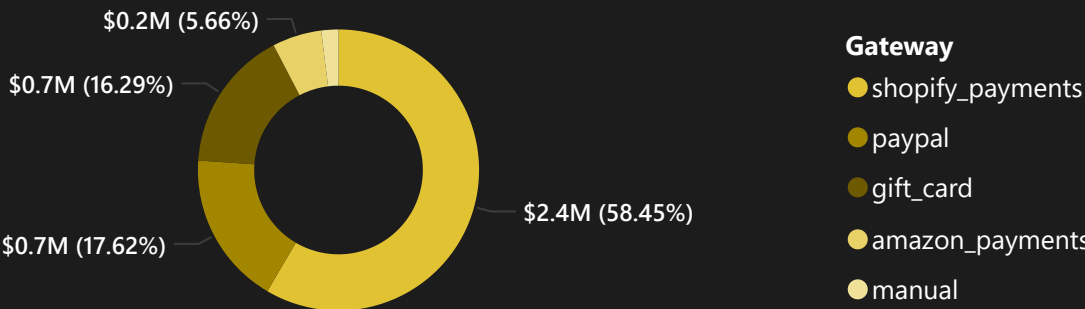
## Regional Overview - Province & Cities by Net Sales



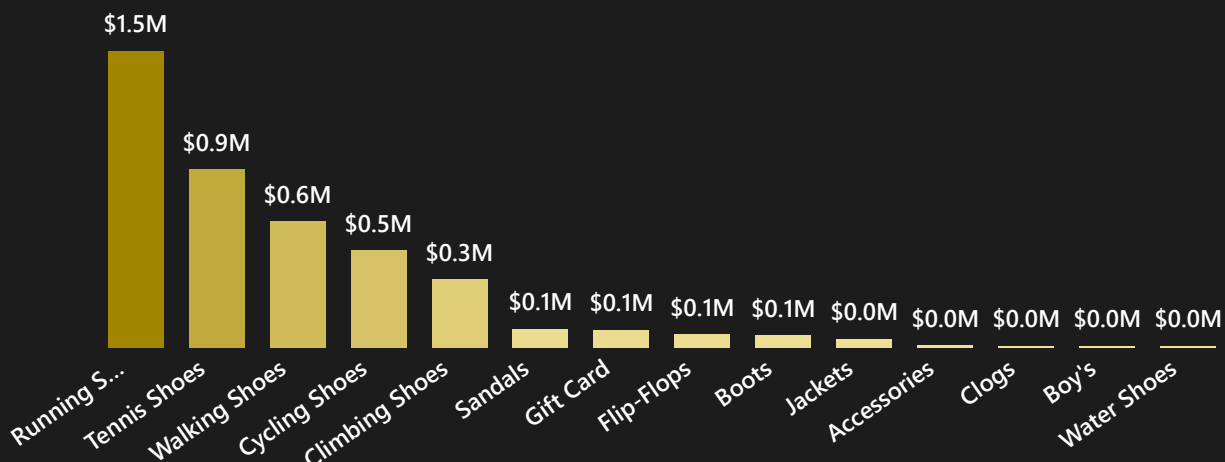
## Net Sales Trend Over Time



## Net Sales by Gateway Payment Method



## Net Sales by Product Type





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Order Number	Customer Name	Customer Id	Province	CITY	Zip	Product Type	Gateway	Net sales	Total Tax	Total Price Usd
910	Maure Patek	1	Texas	ABILENE	73655	Running Shoes	shopify_payments	\$497.13	49.71	546.84
927	Latia Birkwood	1	Texas	ABILENE	62906	Running Shoes	paypal	\$517.53	51.75	569.28
1038	Joan Casa	1	Texas	ABILENE	39466	Running Shoes	gift_card	\$486.73	48.67	535.40
3410	Orelee McGoogan	1	Texas	ABILENE	8452	Tennis Shoes	gift_card	\$537.13	53.71	590.84
3532	Estrella Giacobilio	1	Texas	ABILENE	12502	Tennis Shoes	shopify_payments	\$602.33	60.23	662.56
5468	Abey O'Kennedy	1	Texas	ABILENE	2987	Gift Card	paypal	\$514.13	51.41	565.54
5474	Antonella Rowthorn	1	Texas	ABILENE	85253	Running Shoes	gift_card	\$579.93	57.99	637.92
6412	Olav Enders	1	Texas	ABILENE	96733	Running Shoes	gift_card	\$537.13	53.71	590.84
2541	Durward Schutte	1	South Carolina	AIKEN	48455	Walking Shoes	shopify_payments	\$811.13	81.11	892.24
4826	Mercie Curston	1	South Carolina	AIKEN	8266	Climbing Shoes	amazon_payments	\$811.13	81.11	892.24
5207	Lesly Perutto	1	South Carolina	AIKEN	16940	Tennis Shoes	paypal	\$517.13	51.71	568.84
101	Perice Moppett	1	Ohio	AKRON	23773	Cycling Shoes	gift_card	\$509.53	50.95	560.48
354	Rivy Pietersma	1	Ohio	AKRON	2482	Walking Shoes	gift_card	\$493.73	49.37	543.10
438	Lyndsie Deaton	1	Ohio	AKRON	77968	Climbing Shoes	shopify_payments	\$537.13	53.71	590.84
765	Rowena Dollen	1	Ohio	AKRON	52481	Running Shoes	gift_card	\$595.93	59.59	655.52
1329	Veriee Izkovici	1	Ohio	AKRON	3653	Running Shoes	shopify_payments	\$659.63	65.96	725.59
2187	Vida Rene	1	Ohio	AKRON	48005	Running Shoes	shopify_payments	\$615.13	61.51	676.64
2189	Inge Rowbotham	1	Ohio	AKRON	37270	Cycling Shoes	shopify_payments	\$625.13	62.51	687.64
2199	Angele Cicetti	1	Ohio	AKRON	18695	Running Shoes	paypal	\$595.93	59.59	655.52
2417	Clayson Medmore	1	Ohio	AKRON	35117	Running Shoes	paypal	\$625.13	62.51	687.64
2583	Dilan Oles	1	Ohio	AKRON	33182	Running Shoes	shopify_payments	\$509.53	50.95	560.48
2610	Rose Melsom	1	Ohio	AKRON	5570	Climbing Shoes	shopify_payments	\$537.13	53.71	590.84
2635	Judith Wareing	1	Ohio	AKRON	14869	Running Shoes	shopify_payments	\$625.13	62.51	687.64
3371	Ardelis Olivera	1	Ohio	AKRON	77144	Running Shoes	paypal	\$595.13	59.51	654.64
3932	Kakalina Ferdinand	1	Ohio	AKRON	75483	Running Shoes	shopify_payments	\$547.93	54.79	602.72
3948	Timofei Schimon	1	Ohio	AKRON	42701	Gift Card	shopify_payments	\$514.13	51.41	565.54
4148	Emelen Methven	1	Ohio	AKRON	79208	Running Shoes	shopify_payments	\$595.93	59.59	655.52
4549	Madelle Dowman	1	Ohio	AKRON	4000	Flip-Flops	gift_card	\$507.13	50.71	557.84
5466	Morie Toth	1	Ohio	AKRON	53753	Cycling Shoes	shopify_payments	\$635.13	63.51	698.64
5615	Valery Godlip	1	Ohio	AKRON	68272	Running Shoes	gift_card	\$504.13	50.41	554.54
5968	Jerrold Witham	1	Ohio	AKRON	22091	Flip-Flops	paypal	\$525.53	52.55	578.08
6061	Phyllida Passy	1	Ohio	AKRON	47079	Tennis Shoes	paypal	\$595.93	59.59	655.52
6379	Albie Getch	1	Ohio	AKRON	81151	Running Shoes	paypal	\$693.13	69.31	762.44
6509	Jamill McKinstry	1	Ohio	AKRON	97749	Gift Card	shopify_payments	\$514.13	51.41	565.54
6926	Ediva Cornillot	1	Ohio	AKRON	12980	Tennis Shoes	gift_card	\$509.53	50.95	560.48
73	Tiebold Swanborrow	1	New York	ALBANY	21815	Running Shoes	paypal	\$527.13	52.71	579.84
88	Erika Rosengren	1	Georgia	ALBANY	41644	Cycling Shoes	gift_card	\$509.53	50.95	560.48
526	Bobbie Snare	1	Georgia	ALBANY	2923	Cycling Shoes	amazon_payments	\$498.13	49.81	547.94
746	Bervv Wward	1	Georaia	ALBANY	12014	Climbina Shoes	shopifv oavments	\$537.13	53.71	590.84
Total		7431			367597147			\$41,80,873.519999519	4,18,087.35	45,98,960.87