



Shopify Analysis

Details Tab

Select Mesure

Net Sales

Gateway

All

Province

All

# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

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

Rotention &  
Value KPIs

\$943.6

Life Time Value

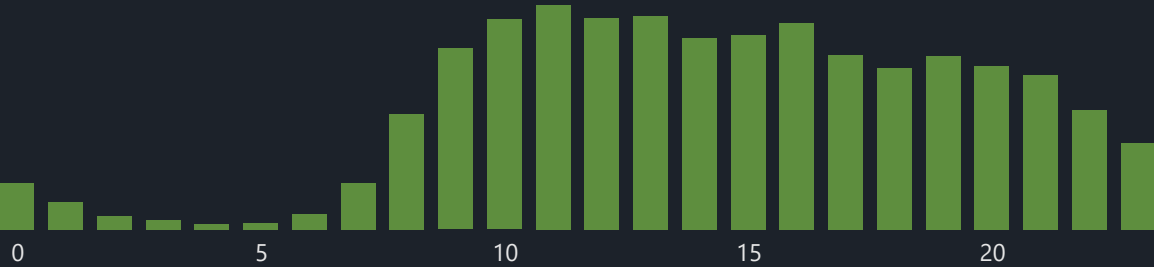
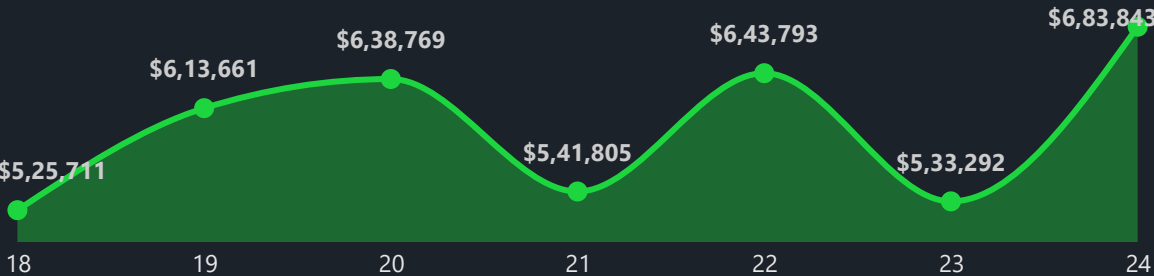
46%

Repeat Rate

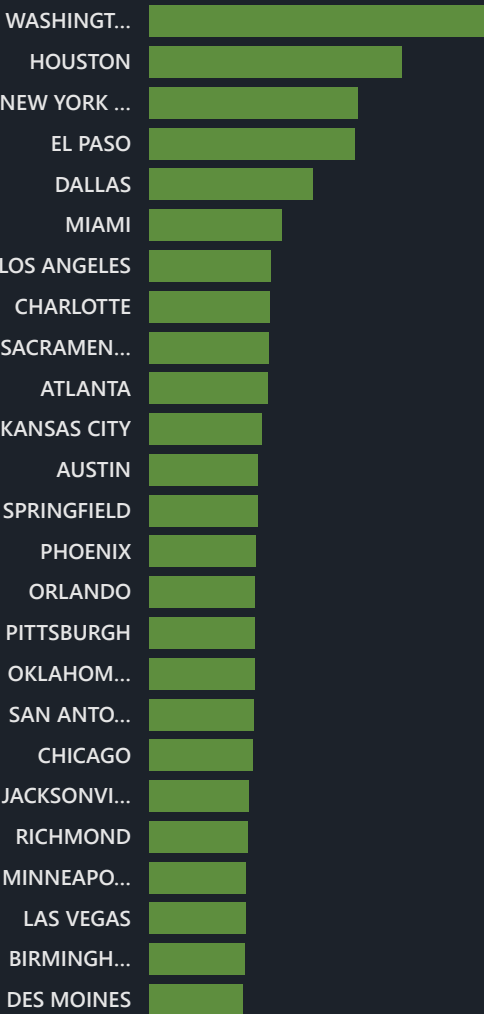
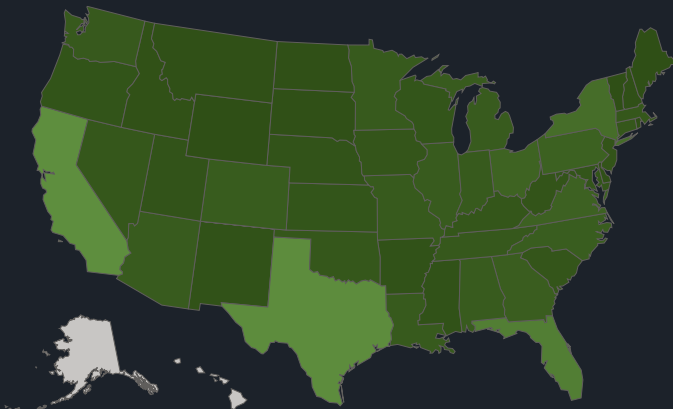
1.68

Purchase Frequency

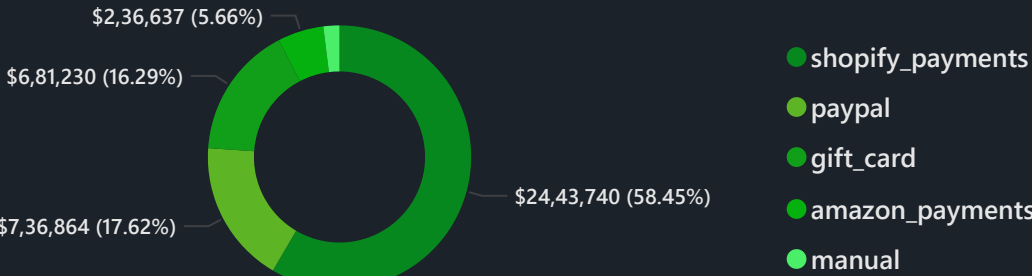
Net Sales Trend Over Time



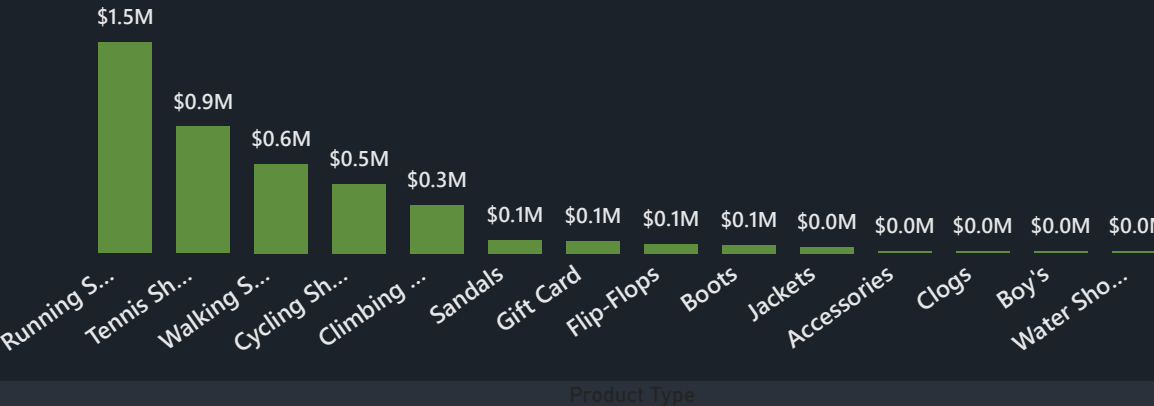
Regional Overview - Province & Cities by Net Sales



Net Sales By Gateway Payment Method



Net Sales By Product Type





# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT



Shopify Analysis

Details Tab

Order Number	Customer Name	Customer Id	Province	CITY	Billing Address Zip	Product Type	Gateway	Net Sales	Total Tax	Total Price U
0	Roselia Pidgen	1	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555
1	Gideon Viney	1	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637
2	Henka Giorgini	1	California	ORANGE	57153	Tennis Shoes	paypal	\$518	51.75	569
3	Candy Bilbey	1	Oklahoma	OKLAHOMA CITY	37812	Tennis Shoes	shopify_payments	\$532	53.19	585
4	Freida Argent	1	Oklahoma	TULSA	28883	Tennis Shoes	paypal	\$497	49.71	546
5	Haley Leyfield	1	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	568
6	Lisette Scarborough	1	New York	BROOKLYN	20278	Running Shoes	shopify_payments	\$580	57.99	637
7	Gustaf Esterbrook	1	Texas	CORPUS CHRISTI	58914	Running Shoes	shopify_payments	\$580	57.99	637
8	Marcella Rengger	1	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	854
9	Zollie Egan	1	Texas	SAN ANTONIO	40927	Climbing Shoes	shopify_payments	\$527	52.71	579
10	Ailyn Broadberrie	1	Texas	SAN ANTONIO	13817	Walking Shoes	gift_card	\$651	65.05	715
11	Catharina Mathieu	1	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	546
12	Arliene Pescott	1	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636
13	Jennie Petters	1	Pennsylvania	WILKES BARRE	97433	Walking Shoes	shopify_payments	\$494	49.35	542
14	Tiffani Hatrey	1	Washington	SEATTLE	28207	Walking Shoes	shopify_payments	\$527	52.71	579
15	Ddene Thake	1	Illinois	PEORIA	16416	Tennis Shoes	shopify_payments	\$517	51.71	568
16	Thoma Kewley	1	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579
17	Jaimie Toffetto	1	Virginia	RICHMOND	14173	Running Shoes	shopify_payments	\$635	63.51	698
18	Edik McMurdo	1	New York	JAMAICA	82401	Climbing Shoes	shopify_payments	\$518	51.75	569
19	Erskine Itzakson	1	Ohio	COLUMBUS	58901	Walking Shoes	shopify_payments	\$731	73.11	804
20	Dannie Delea	1	Washington	SPOKANE	98186	Running Shoes	paypal	\$517	51.71	568
21	Cacilia Mathew	1	Minnesota	MAPLE PLAIN	27901	Running Shoes	gift_card	\$505	50.51	555
22	Dene Wylder	1	Florida	WINTER HAVEN	80407	Climbing Shoes	shopify_payments	\$494	49.35	542
23	Tyrone Ogborne	1	Louisiana	NEW ORLEANS	79671	Running Shoes	paypal	\$518	51.75	569
24	Kari Ceschini	1	Texas	DALLAS	74531	Running Shoes	shopify_payments	\$555	55.51	610
25	Dorey McKeighan	1	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546
26	Dorene Malthouse	1	North Dakota	BISMARCK	75263	Running Shoes	paypal	\$615	61.51	676
27	Vergil Docwra	1	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	610
28	Georgeanne Abramamovh	1	Florida	TAMPA	93673	Walking Shoes	shopify_payments	\$580	57.99	637
29	Halli Lovel	1	District of Columbia	WASHINGTON	87493	Flip-Flops	shopify_payments	\$507	50.71	557
30	Laureen Sawtell	1	Illinois	PEORIA	86374	Tennis Shoes	shopify_payments	\$527	52.71	579
31	Brent Croxon	1	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	49.76	547
32	Roland Dumigan	1	Louisiana	SHREVEPORT	91713	Tennis Shoes	shopify_payments	\$565	56.51	621
33	M... ..	1	T...	EL PASO	58722	Walking Sh...	...	\$527	52.71	579
27606165		7431		367597147				\$41,80,874	4,18,087.35	45,98,960