

SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Navigators

Shopify Analysis

Details Tab

Filter Panel

Select Meas...

Net Sales

Gateway

All

Province

All

Transaction
Performance

\$4,180,874

Net Sales

7534

Total Quantity

\$562.6

Net Avg Order Value

Customer
Purchase
Behavior

4431

Total Customers

2392

Single Order Customers

2039

Repeat Customers

Rention &
Value KPIs

\$943.6

Life Time Value

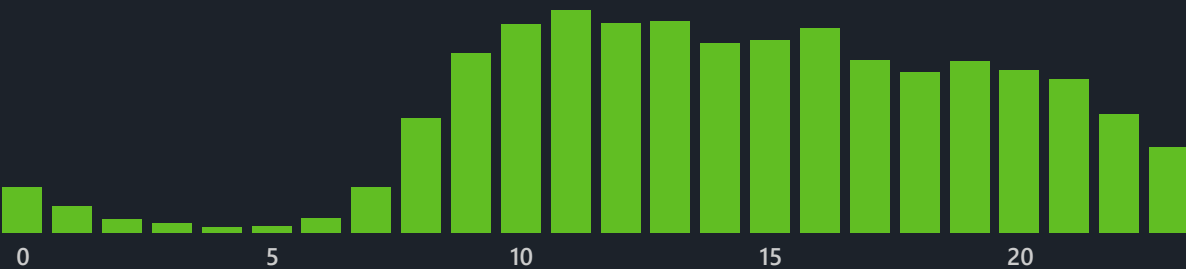
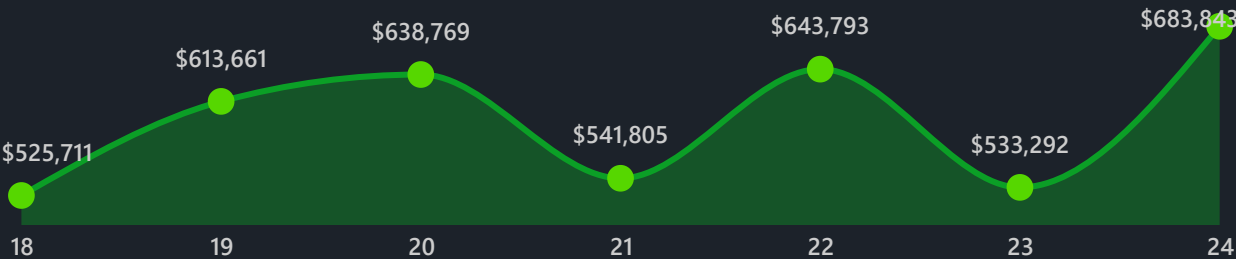
46%

Repeat Rate

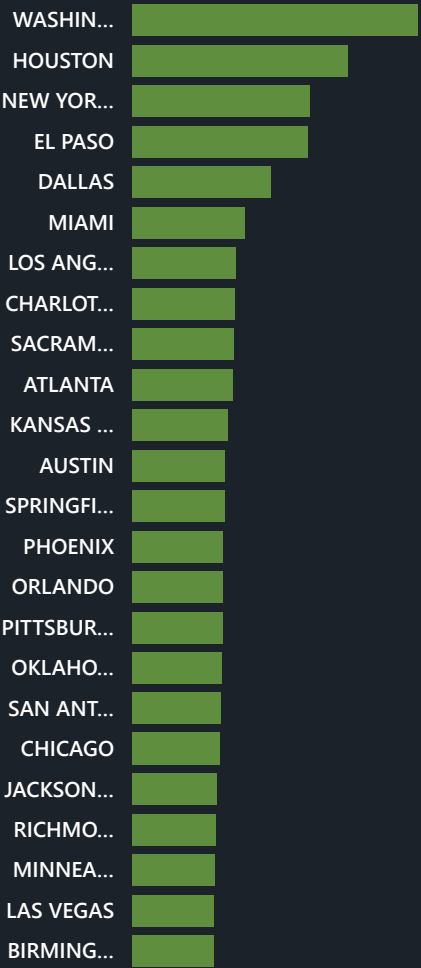
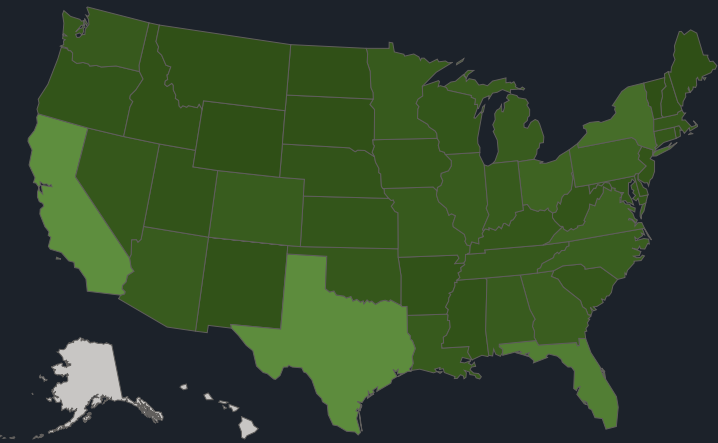
1.68

Purchase Frequency

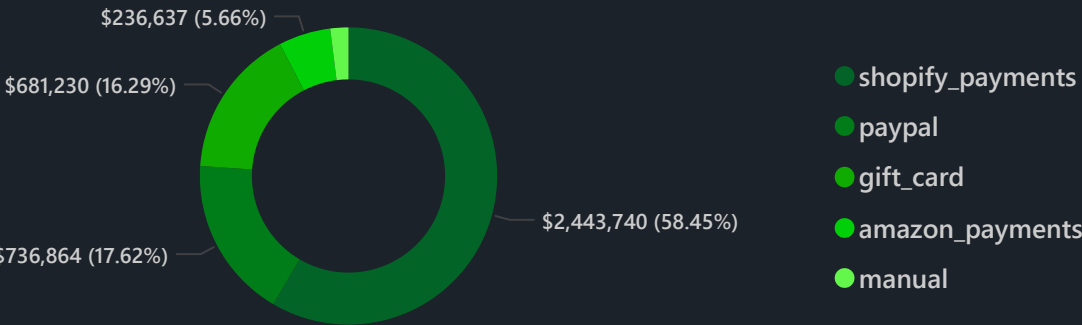
Net Sales Trend Over Time



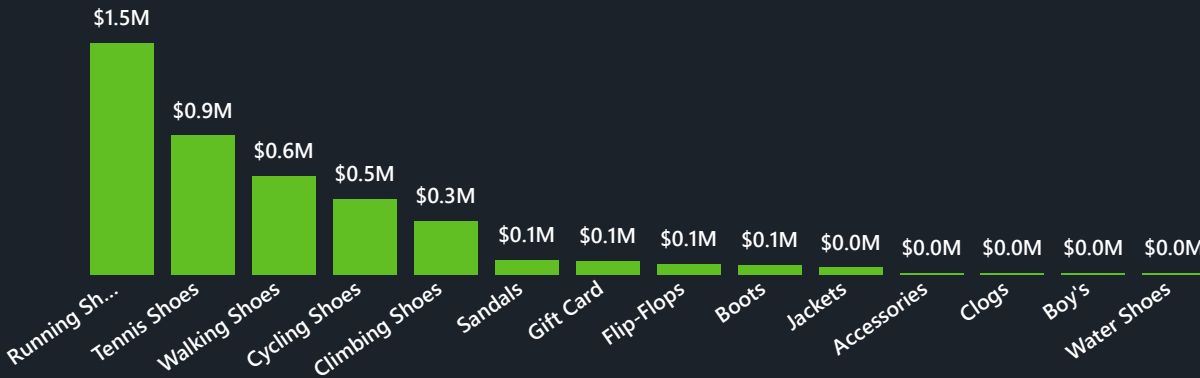
Regional Overview - Province & Cities by Net Sales



Net Sales by Gateway Payment Method



Net Sales by Product Title



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Navigators

Shopify Analysis

Details Tab

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price	Usd	Tot
910	Maure Patek	1	Texas	ABILENE	73655	Running Shoes	shopify_payments	\$497	49.71	546.84		
927	Latia Birkwood	1	Texas	ABILENE	62906	Running Shoes	paypal	\$518	51.75	569.28		
1038	Joan Casa	1	Texas	ABILENE	39466	Running Shoes	gift_card	\$487	48.67	535.40		
3410	Orelee McGoogan	1	Texas	ABILENE	8452	Tennis Shoes	gift_card	\$537	53.71	590.84		
3532	Estrella Giacobilio	1	Texas	ABILENE	12502	Tennis Shoes	shopify_payments	\$602	60.23	662.56		
5468	Abey O'Kennedy	1	Texas	ABILENE	2987	Gift Card	paypal	\$514	51.41	565.54		
5474	Antonella Rowthorn	1	Texas	ABILENE	85253	Running Shoes	gift_card	\$580	57.99	637.92		
6412	Olav Enders	1	Texas	ABILENE	96733	Running Shoes	gift_card	\$537	53.71	590.84		
2541	Durward Schutte	1	South Carolina	AIKEN	48455	Walking Shoes	shopify_payments	\$811	81.11	892.24		
4826	Mercie Curston	1	South Carolina	AIKEN	8266	Climbing Shoes	amazon_payments	\$811	81.11	892.24		
5207	Lesly Perutto	1	South Carolina	AIKEN	16940	Tennis Shoes	paypal	\$517	51.71	568.84		
101	Perice Moppett	1	Ohio	AKRON	23773	Cycling Shoes	gift_card	\$510	50.95	560.48		
354	Rivy Pietersma	1	Ohio	AKRON	2482	Walking Shoes	gift_card	\$494	49.37	543.10		
438	Lyndsie Deaton	1	Ohio	AKRON	77968	Climbing Shoes	shopify_payments	\$537	53.71	590.84		
765	Rowena Dollen	1	Ohio	AKRON	52481	Running Shoes	gift_card	\$596	59.59	655.52		
1329	Veriee Izkovici	1	Ohio	AKRON	3653	Running Shoes	shopify_payments	\$660	65.96	725.59		
2187	Vida Rene	1	Ohio	AKRON	48005	Running Shoes	shopify_payments	\$615	61.51	676.64		
2189	Inge Rowbotham	1	Ohio	AKRON	37270	Cycling Shoes	shopify_payments	\$625	62.51	687.64		
2199	Angele Cicetti	1	Ohio	AKRON	18695	Running Shoes	paypal	\$596	59.59	655.52		
2417	Clayson Medmore	1	Ohio	AKRON	35117	Running Shoes	paypal	\$625	62.51	687.64		
2583	Dilan Oles	1	Ohio	AKRON	33182	Running Shoes	shopify_payments	\$510	50.95	560.48		
2610	Rose Melsom	1	Ohio	AKRON	5570	Climbing Shoes	shopify_payments	\$537	53.71	590.84		
2635	Judith Wareing	1	Ohio	AKRON	14869	Running Shoes	shopify_payments	\$625	62.51	687.64		
3371	Ardelis Olivera	1	Ohio	AKRON	77144	Running Shoes	paypal	\$595	59.51	654.64		
3932	Kakalina Ferdinand	1	Ohio	AKRON	75483	Running Shoes	shopify_payments	\$548	54.79	602.72		
3948	Timofei Schimon	1	Ohio	AKRON	42701	Gift Card	shopify_payments	\$514	51.41	565.54		
4148	Emelen Methven	1	Ohio	AKRON	79208	Running Shoes	shopify_payments	\$596	59.59	655.52		
4549	Madelle Dowman	1	Ohio	AKRON	4000	Flip-Flops	gift_card	\$507	50.71	557.84		
5466	Morie Toth	1	Ohio	AKRON	53753	Cycling Shoes	shopify_payments	\$635	63.51	698.64		
5615	Valery Godlip	1	Ohio	AKRON	68272	Running Shoes	gift_card	\$504	50.41	554.54		
5968	Jerrold Witham	1	Ohio	AKRON	22091	Flip-Flops	paypal	\$526	52.55	578.08		
6061	Phyllida Passy	1	Ohio	AKRON	47079	Tennis Shoes	paypal	\$596	59.59	655.52		
6379	Albie Getch	1	Ohio	AKRON	81151	Running Shoes	paypal	\$693	69.31	762.44		
6509	Jamill McKinstry	1	Ohio	AKRON	97749	Gift Card	shopify_payments	\$514	51.41	565.54		
6926	Ediva Cornillot	1	Ohio	AKRON	12980	Tennis Shoes	gift_card	\$510	50.95	560.48		
73	Tiebold Swanborrow	1	New York	ALBANY	21815	Running Shoes	paypal	\$527	52.71	579.84		
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87		