



Shopify Analysis

Details Tab

Select Measure  
Net Sales

Gateway  
All

Province  
All

# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Transaction  
Performance

\$4,180,874

Net Sales

7534

Total Quantity

\$562.6

Net Avg Order Value

Customer  
Purchase  
Behavior

4431

Total Customer

2392

Single Order Customer

2039

Repeat Customer

Retention &  
Value KPIs

\$943.6

Life Time Value

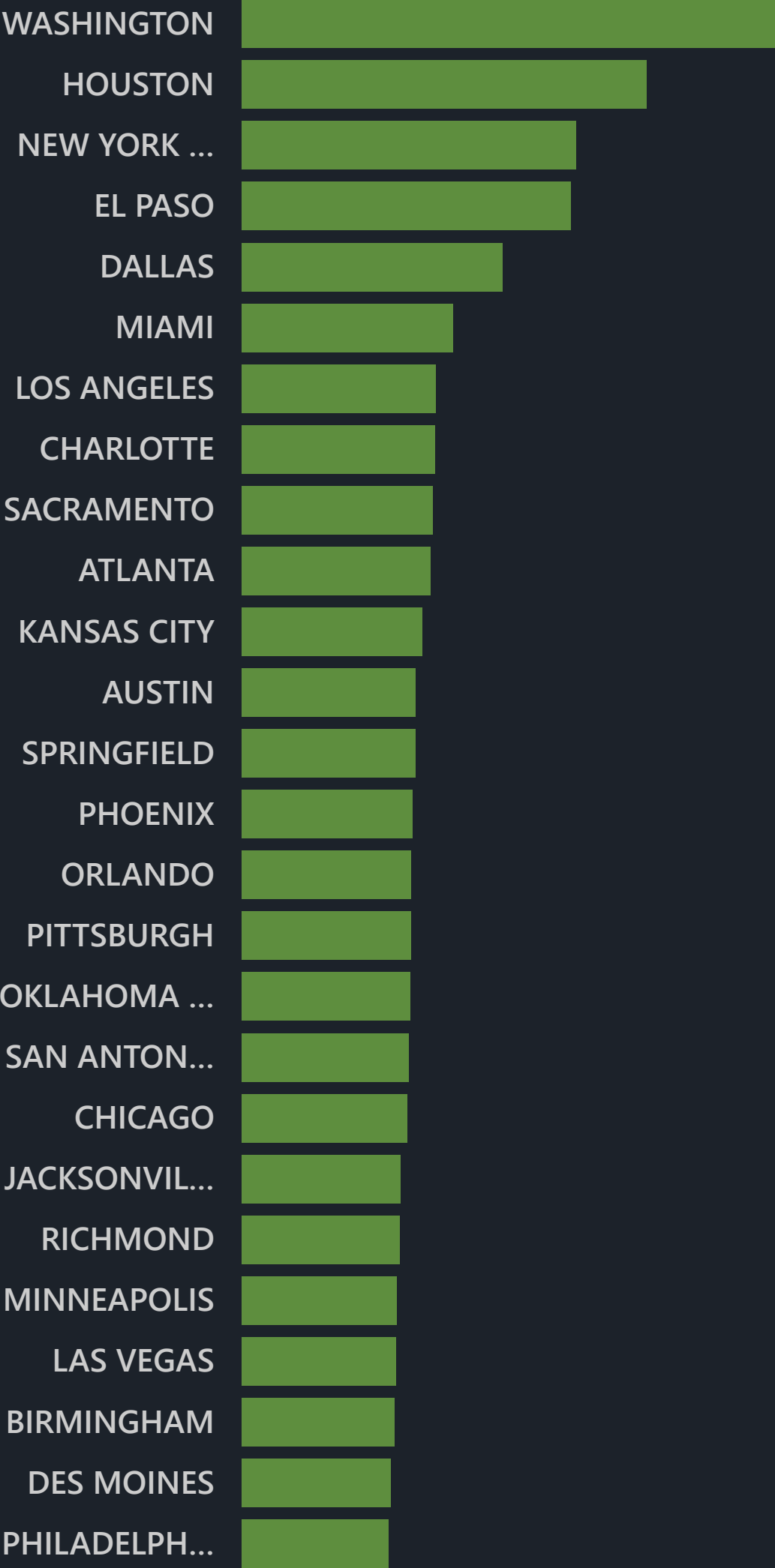
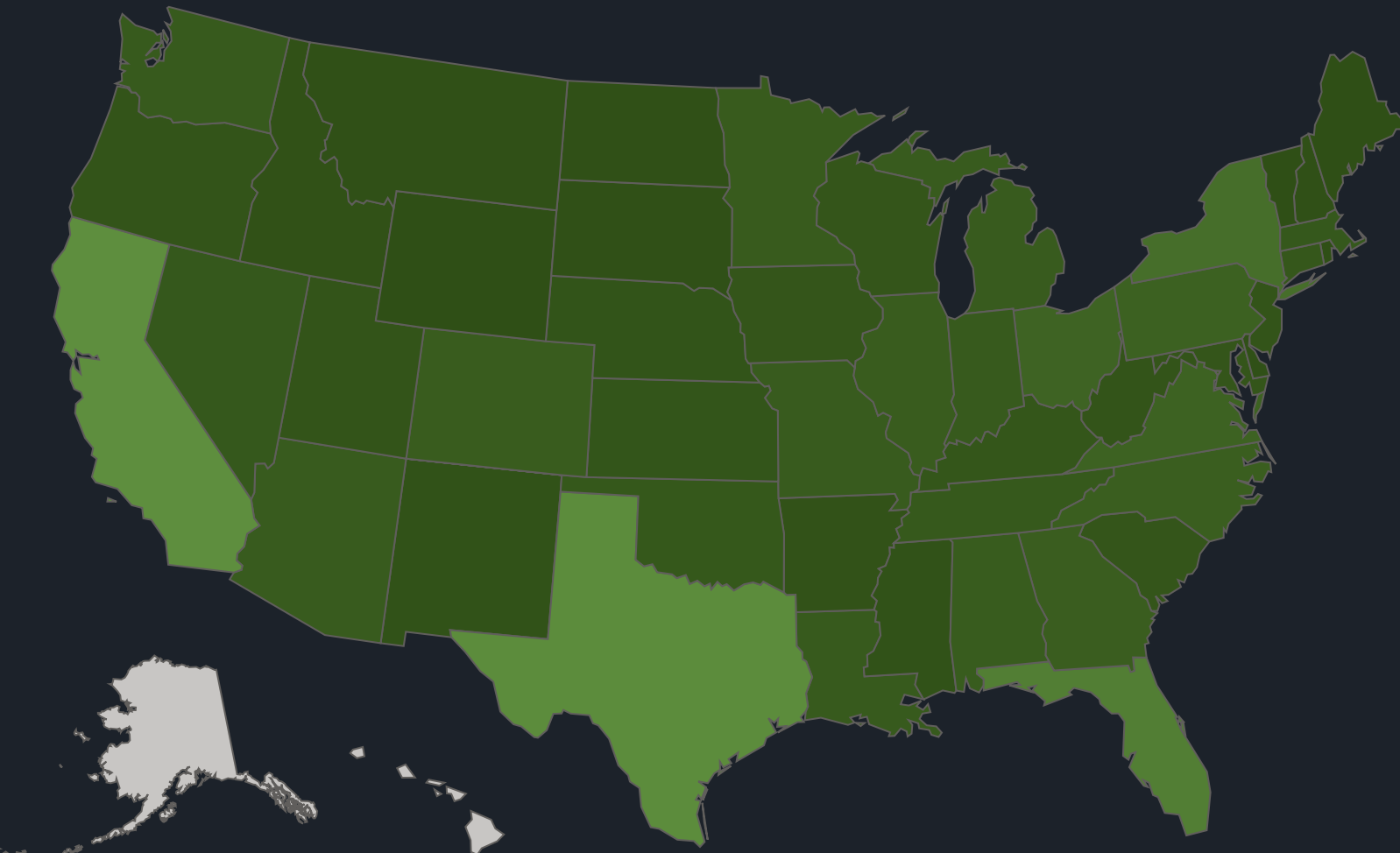
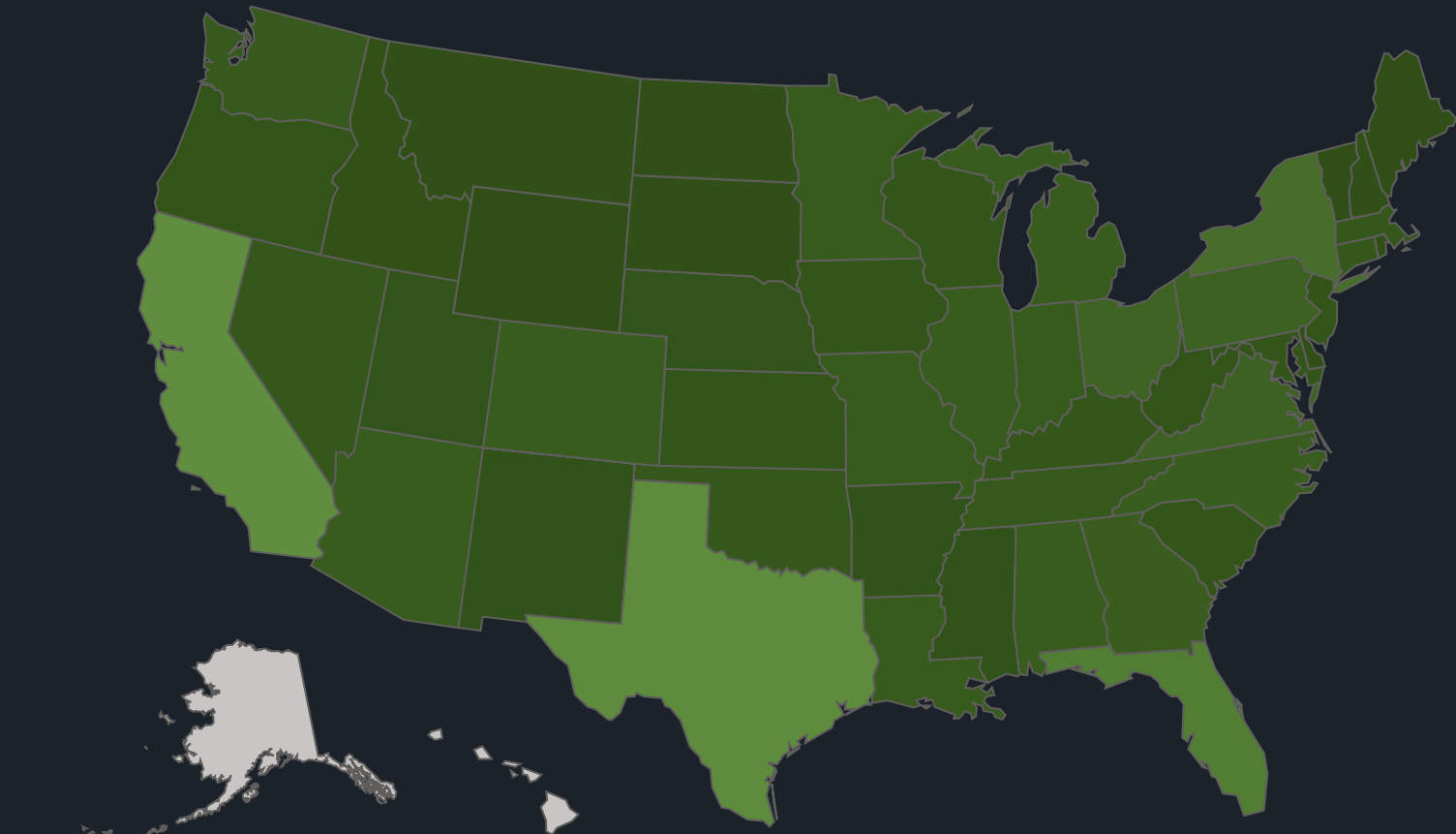
46%

Repeat Rate

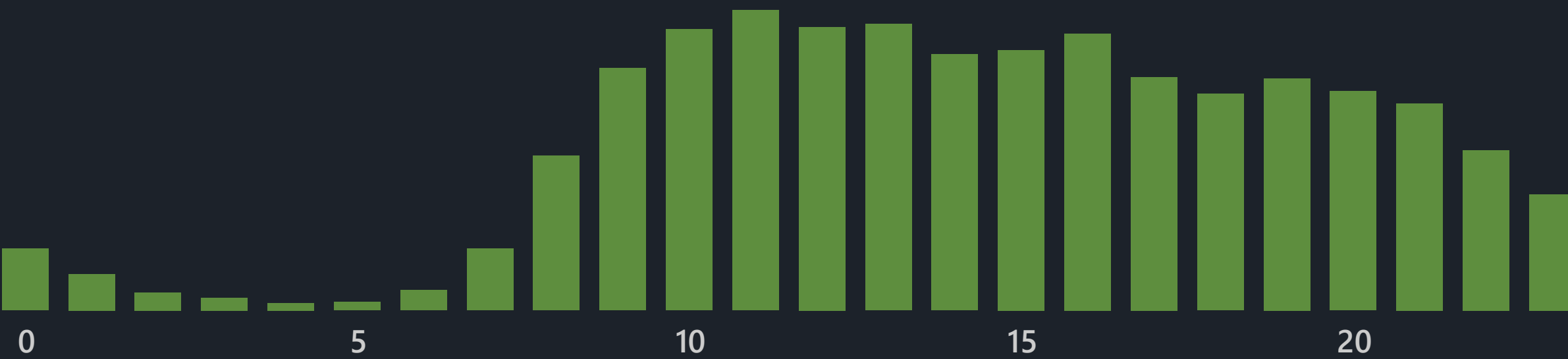
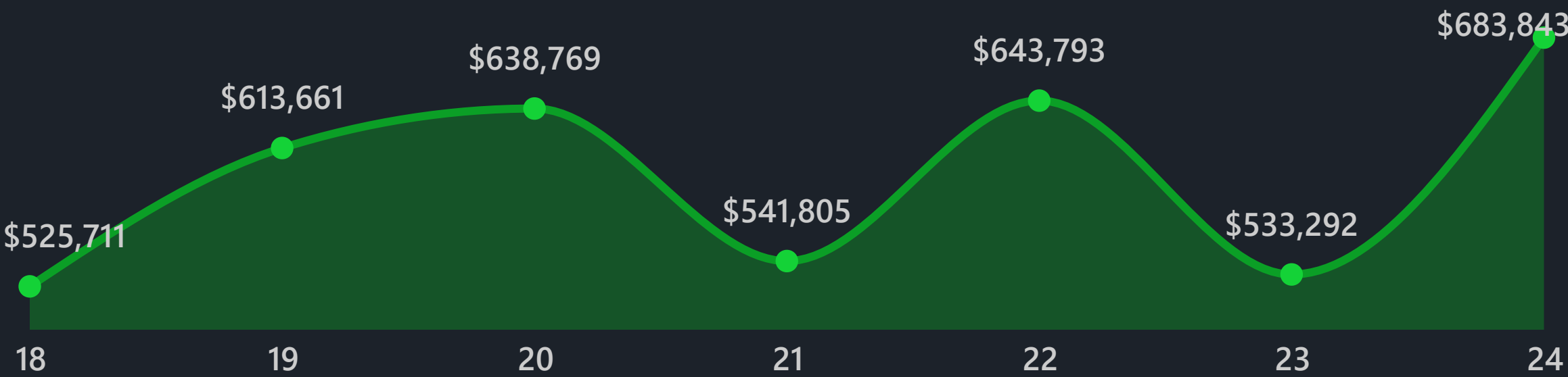
1.68

Purchase Frequency

## Regional Overview - Province & Cities by Net Sales



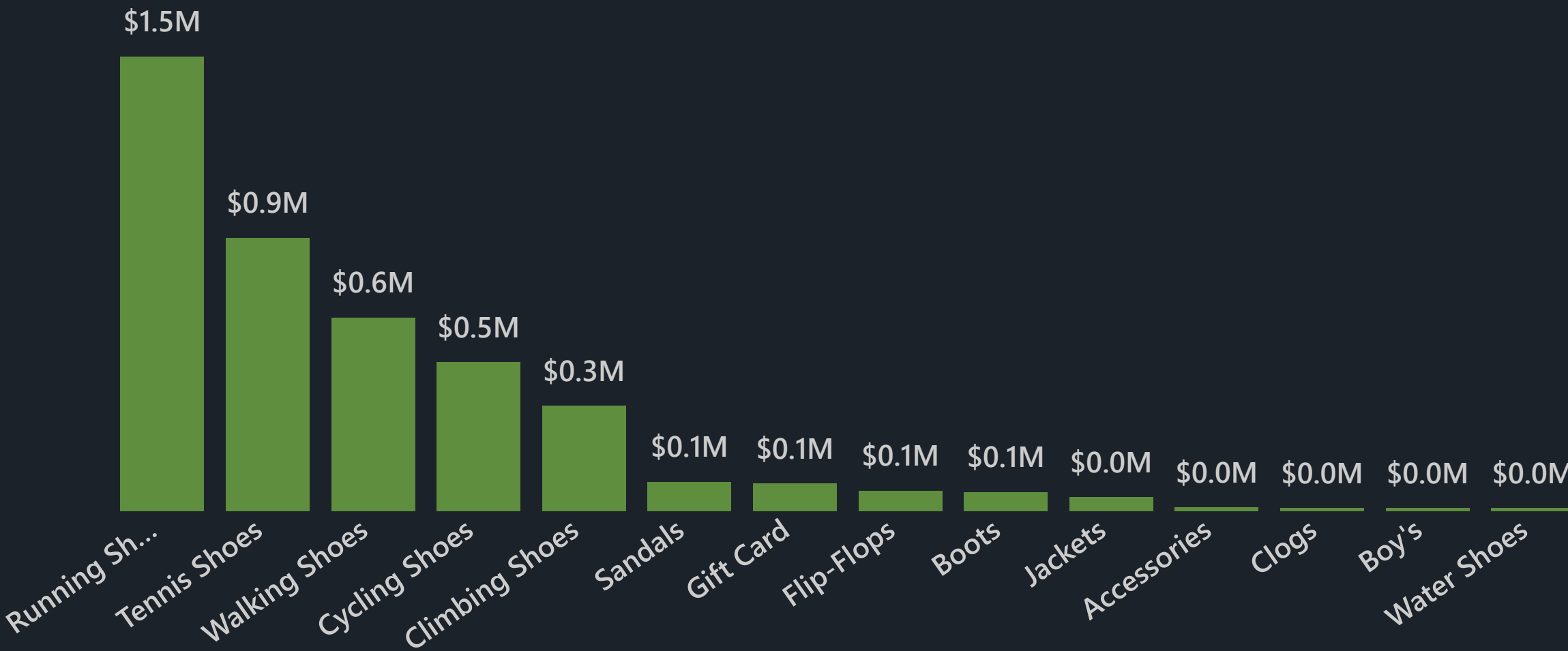
## Net Sales Trend Over Time



## Net Sales by Gateway Payment Method



## Net Sales by Product Type





Shopify Analysis

Details Tab

Select Measure

Net Sales

Gateway

All

Province

All

# SHOPIFY | SALES & CUSTOMER FUNNEL REPORT

Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price USD
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
5	Haley Leyfield	1	California	SACRAMENTO	95382	Tennis Shoes	shopify_payments	\$517	51.71	568.84
11	Catharina Mathieu	1	California	GLENDALE	53968	Running Shoes	paypal	\$497	49.71	546.84
27	Vergil Docwra	1	California	ESCONDIDO	77091	Tennis Shoes	paypal	\$555	55.51	610.64
31	Brent Croxon	1	California	SAN JOSE	59302	Tennis Shoes	shopify_payments	\$498	49.76	547.39
34	Reg Douth	1	California	PASADENA	14557	Running Shoes	paypal	\$486	48.55	534.08
40	Mair Cawthorne	1	California	HUNTINGTON BEACH	35863	Walking Shoes	paypal	\$497	49.71	546.84
50	Maritsa Caskey	1	California	CORONA	42304	Tennis Shoes	shopify_payments	\$517	51.71	568.84
52	Ruthanne Slainey	1	California	FRESNO	55841	Boots	shopify_payments	\$791	79.11	870.24
65	Carmine Jennaroy	1	California	FRESNO	48133	Jackets	shopify_payments	\$617	61.71	678.84
78	Valli Hills	1	California	SACRAMENTO	9724	Walking Shoes	manual	\$537	53.71	590.84
87	Winthrop Geyton	1	California	FRESNO	64215	Running Shoes	gift_card	\$504	50.41	554.54
95	Laurence Taillard	1	California	LONG BEACH	5958	Tennis Shoes	shopify_payments	\$497	49.71	546.84
109	Jarred Hancke	1	California	SACRAMENTO	88869	Tennis Shoes	manual	\$537	53.71	590.84
110	Cristen Colafate	1	California	PALMDALE	13711	Running Shoes	gift_card	\$625	62.51	687.64
116	Geoffrey Rawdales	1	California	IRVINE	19407	Walking Shoes	shopify_payments	\$839	83.91	923.04
127	Margaretta Coils	1	California	SACRAMENTO	98184	Cycling Shoes	shopify_payments	\$537	53.71	590.84
135	Aksel Coult	1	California	STOCKTON	9578	Gift Card	shopify_payments	\$639	63.91	703.04
136	Erich Greenshields	1	California	RIVERSIDE	79881	Walking Shoes	gift_card	\$635	63.51	698.64
141	Alfreda Castletine	1	California	SACRAMENTO	51511	Cycling Shoes	shopify_payments	\$653	65.31	718.44
164	Lila Venus	1	California	BAKERSFIELD	60348	Running Shoes	shopify_payments	\$527	52.71	579.84
166	Leigh Seely	1	California	ORANGE	85854	Running Shoes	gift_card	\$510	50.95	560.48
174	Andreas Tripean	1	California	ORANGE	80230	Cycling Shoes	gift_card	\$517	51.71	568.84
181	Barton Bearfoot	1	California	NORTH HOLLYWOOD	22459	Walking Shoes	shopify_payments	\$575	57.51	632.64
183	Kort Dand	1	California	SACRAMENTO	68539	Tennis Shoes	gift_card	\$510	50.95	560.48
189	Bobette McKeag	1	California	SAN RAFAEL	94327	Running Shoes	gift_card	\$505	50.51	555.64
210	Waylan Chatell	1	California	SAN JOSE	85299	Cycling Shoes	gift_card	\$537	53.71	590.84
239	Lucine Camelin	1	California	SAN FRANCISCO	26635	Climbing Shoes	shopify_payments	\$537	53.71	590.84
242	Lazare Tame	1	California	SAN DIEGO	56389	Cycling Shoes	shopify_payments	\$486	48.55	534.08
260	Martelle Faulo	1	California	CHULA VISTA	23785	Tennis Shoes	shopify_payments	\$507	50.71	557.84
271	Lee Pesak	1	California	SACRAMENTO	23286	Climbing Shoes	shopify_payments	\$537	53.71	590.84
283	Broderick Primrose	1	California	OAKLAND	69983	Gift Card	shopify_payments	\$514	51.41	565.54
289	Tammara Cramer	1	California	SAN JOSE	72576	Climbing Shoes	shopify_payments	\$537	53.71	590.84
292	Helsa Greatbach	1	California	HUNTINGTON BEACH	72539	Running Shoes	gift_card	\$635	63.51	698.64
297	Rozanna O'Lunnev	1	California	VENTURA	71442	Walking Shoes	manual	\$459	45.91	505.04
Total		869			42487947			\$487,079	48,707.87	535,786.61