



# SHOPIFY | SALES & CUSTOMERS FUNNEL REPORT

Shopify Analysis

Details Tab

## FILTER PANEL

Select Measure

Total Customers

Gateway

Multiple selections

Province

All

Transaction  
Performance

\$3,499,643

Net Sales

6258

Total Quantity

\$568.3

Net Avg Order Value

Customer  
Purchase  
Behavior

3969

Total Customers

2377

Single Order Customers

1592

Repeat Customers

Retention &  
Value KPIs

\$881.7

Life Time Value

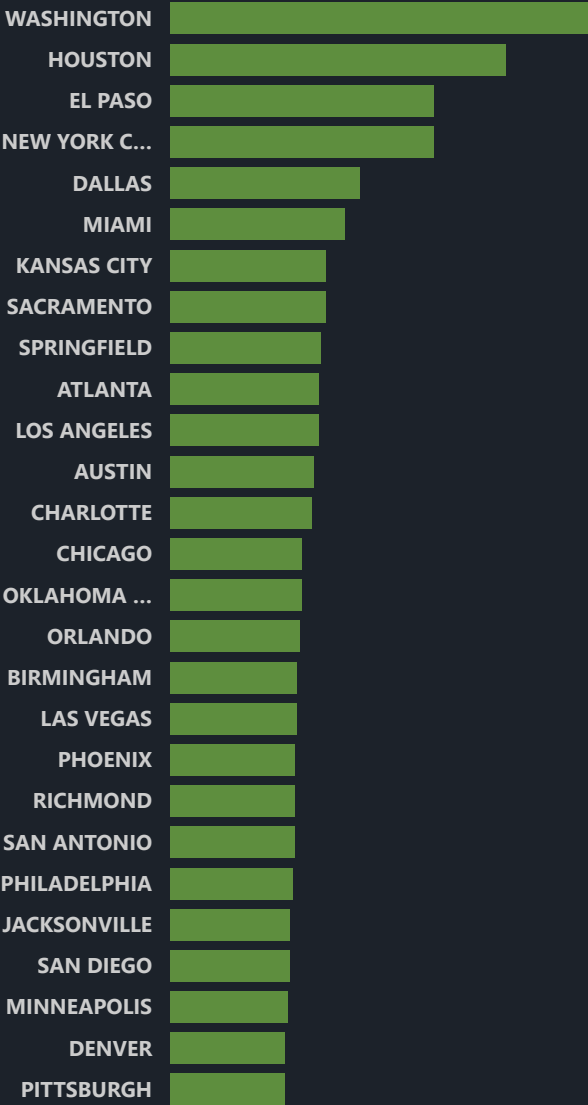
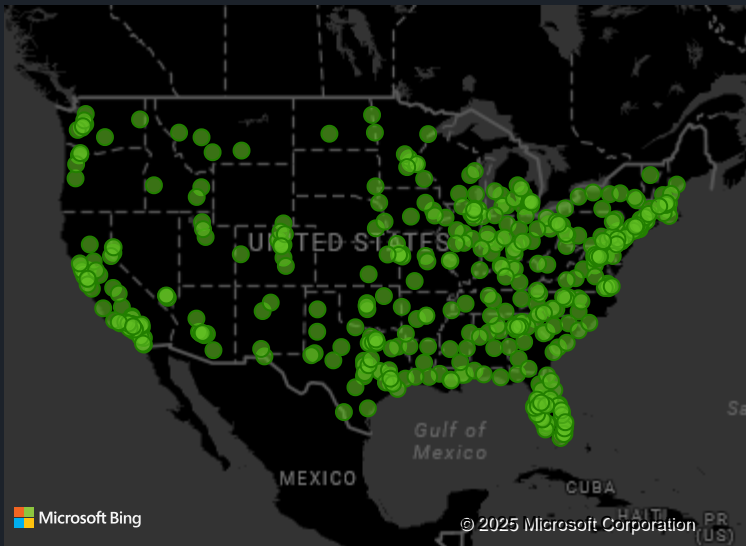
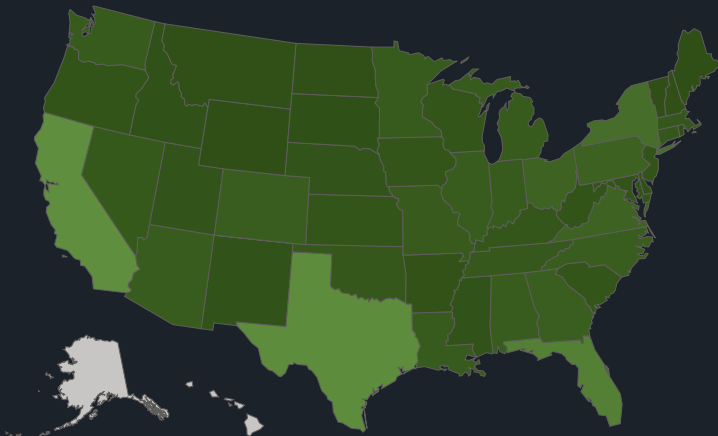
40%

Repeat Rate

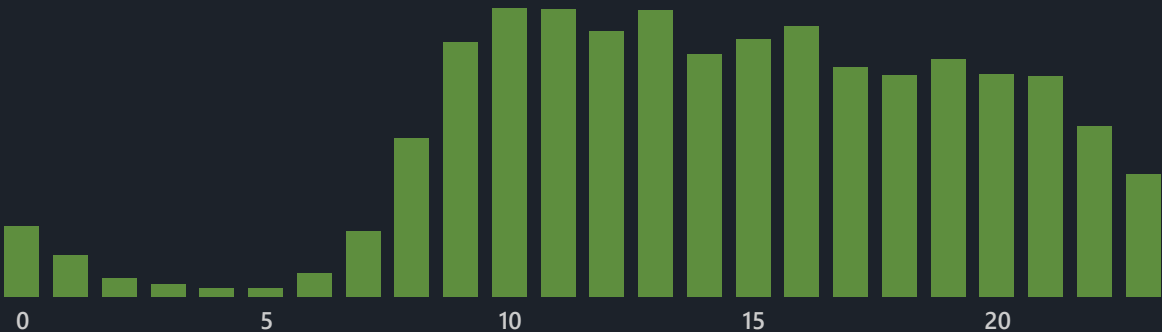
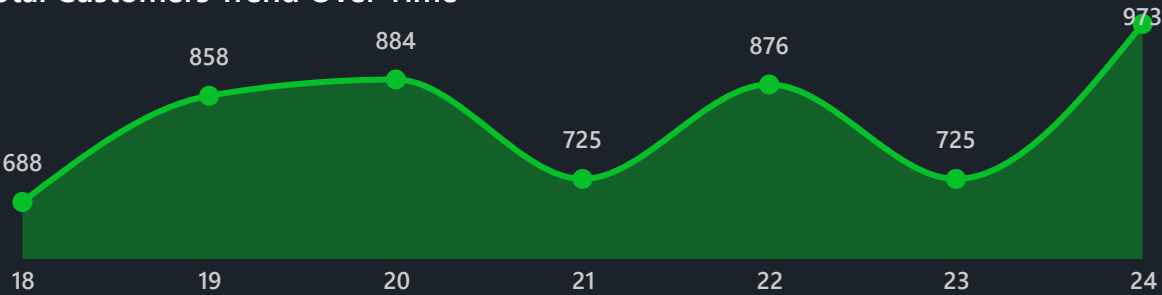
1.55

Purchase Frequency

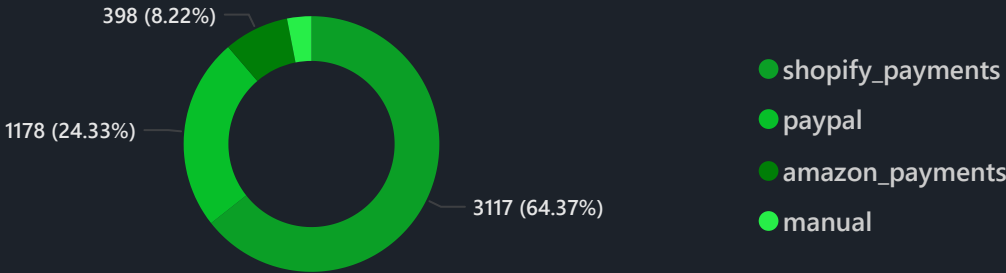
## Regional Overview - Province & cities by Total Customers



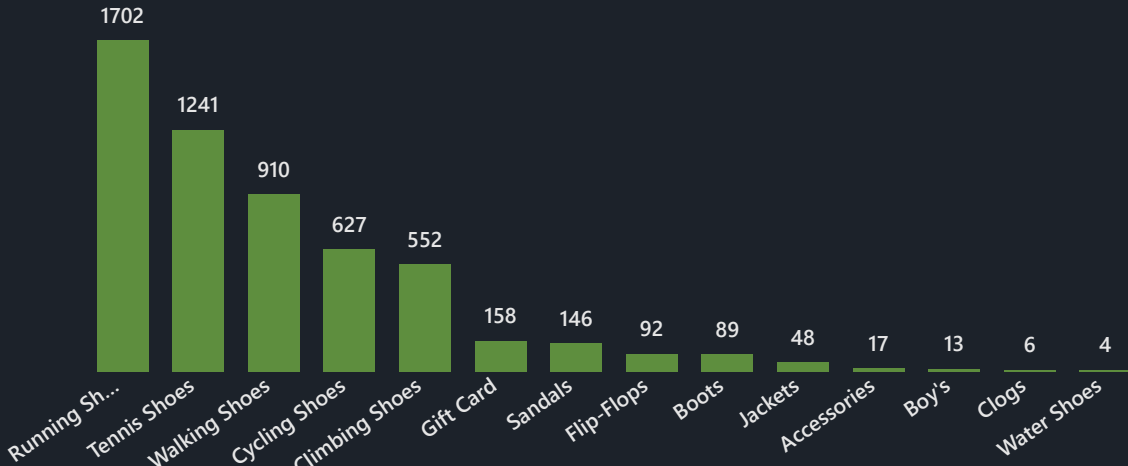
## Total Customers Trend Over Time



## Total Customers By Gateway Payment Method



## Total Customers By Product Type





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Order Number	Customer Name	Customer Id	Province	CITY	Zip Code	Product Type	Gateway	Net Sales	Total Tax	Total Price Usd
0	Roselia Pidgen	1	Oklahoma	OKLAHOMA CITY	26375	Boots	amazon_payments	\$505	50.51	555.64
1	Gideon Viney	1	California	INGLEWOOD	42488	Climbing Shoes	amazon_payments	\$580	57.99	637.92
12	Arliene Pescott	1	North Carolina	CHARLOTTE	1786	Climbing Shoes	amazon_payments	\$578	57.83	636.16
16	Thoma Kewley	1	Texas	EL PASO	90897	Climbing Shoes	amazon_payments	\$527	52.71	579.84
25	Dorey McKeighan	1	Georgia	MACON	23323	Running Shoes	amazon_payments	\$497	49.71	546.84
33	Munmro Gascar	1	Texas	EL PASO	50733	Walking Shoes	amazon_payments	\$537	53.71	590.84
63	Alvera Stebbin	1	Florida	WEST PALM BEACH	393	Walking Shoes	amazon_payments	\$578	57.83	636.16
132	Marie-ann Blasgen	1	Florida	PENSACOLA	53603	Walking Shoes	amazon_payments	\$510	50.95	560.48
224	Maisey Dene	1	Nevada	LAS VEGAS	36156	Walking Shoes	amazon_payments	\$507	50.71	557.84
233	Quinta Wisson	1	Tennessee	CHATTANOOGA	475	Climbing Shoes	amazon_payments	\$585	58.51	643.64
258	Gaspard Charity	1	New York	NEW YORK CITY	74596	Climbing Shoes	amazon_payments	\$585	58.51	643.64
282	Angil Fitzsimon	1	Arizona	PHOENIX	56492	Climbing Shoes	amazon_payments	\$585	58.51	643.64
291	Clemens Ellins	1	Alabama	MOBILE	63857	Walking Shoes	amazon_payments	\$613	61.31	674.44
299	Bertina Knath	1	District of Columbia	WASHINGTON	77763	Walking Shoes	amazon_payments	\$625	62.51	687.64
321	Felicio Birnie	1	New York	BROOKLYN	33822	Climbing Shoes	amazon_payments	\$625	62.51	687.64
346	Noreen Swannie	1	Colorado	COLORADO SPRINGS	70664	Walking Shoes	amazon_payments	\$532	53.19	585.12
405	Emelyne Ingerfield	1	Pennsylvania	PHILADELPHIA	94889	Walking Shoes	amazon_payments	\$497	49.71	546.84
409	Codie Ruppert	1	Michigan	KALAMAZOO	22495	Walking Shoes	amazon_payments	\$537	53.71	590.84
419	Quinn Liles	1	California	SAN FRANCISCO	25624	Climbing Shoes	amazon_payments	\$821	82.11	903.24
478	Ardelle Pluthero	1	Oklahoma	OKLAHOMA CITY	65498	Gift Card	amazon_payments	\$639	63.91	703.04
496	Rowena Pavett	1	Pennsylvania	LANCASTER	41845	Walking Shoes	amazon_payments	\$761	76.11	837.24
508	Brodie Restill	1	Texas	HOUSTON	4628	Running Shoes	amazon_payments	\$615	61.51	676.64
526	Bobbie Snare	1	Georgia	ALBANY	2923	Cycling Shoes	amazon_payments	\$498	49.81	547.94
529	Pincas Andreacci	1	Texas	TYLER	76245	Walking Shoes	amazon_payments	\$537	53.71	590.84
608	Jack Woollard	1	Florida	WEST PALM BEACH	59256	Climbing Shoes	amazon_payments	\$517	51.71	568.84
610	Alysia Crathorne	1	Michigan	LANSING	32876	Walking Shoes	amazon_payments	\$693	69.31	762.44
636	Drusilla Slocombe	1	New Mexico	SANTA FE	59246	Running Shoes	amazon_payments	\$733	73.31	806.44
665	Darrelle Curner	1	Indiana	INDIANAPOLIS	51180	Walking Shoes	amazon_payments	\$517	51.71	568.84
667	Raymund Corns	1	Texas	SAN ANTONIO	99666	Walking Shoes	amazon_payments	\$703	70.31	773.44
669	Floyd Sherlock	1	Louisiana	NEW ORLEANS	40976	Tennis Shoes	amazon_payments	\$693	69.31	762.44
718	Roch Dicken	1	Florida	FORT LAUDERDALE	74335	Running Shoes	amazon_payments	\$537	53.71	590.84
747	Codie Kimblin	1	Washington	TACOMA	63617	Walking Shoes	amazon_payments	\$537	53.71	590.84
748	Guthry Peplaw	1	Arizona	SCOTTSDALE	61634	Cycling Shoes	amazon_payments	\$547	54.71	601.84
776	Gordie Barker	1	Ohio	CANTON	65760	Walking Shoes	amazon_payments	\$505	50.51	555.64
Total		7431			367597147			\$4,180,874	418,087.35	4,598,960.87