



BVSC | Sales and Customer Funnel Report

Transaction
Performance

\$4,180,874

Net_sales

7534

Total_quantity

\$562.6

Net_Avg_Order_Value

Customer
Purchase
Behaviour

4431

Total_customers

2392

Single_Order_customers

2039

Repeat_customers

Retention &
Value KPIs

\$943.6

Life_Time_Value

46%

Repeat_Rate

1.68

Purchas_Frequency

BVSC Analysis

Details Analysis

Select Measure

Total_customers

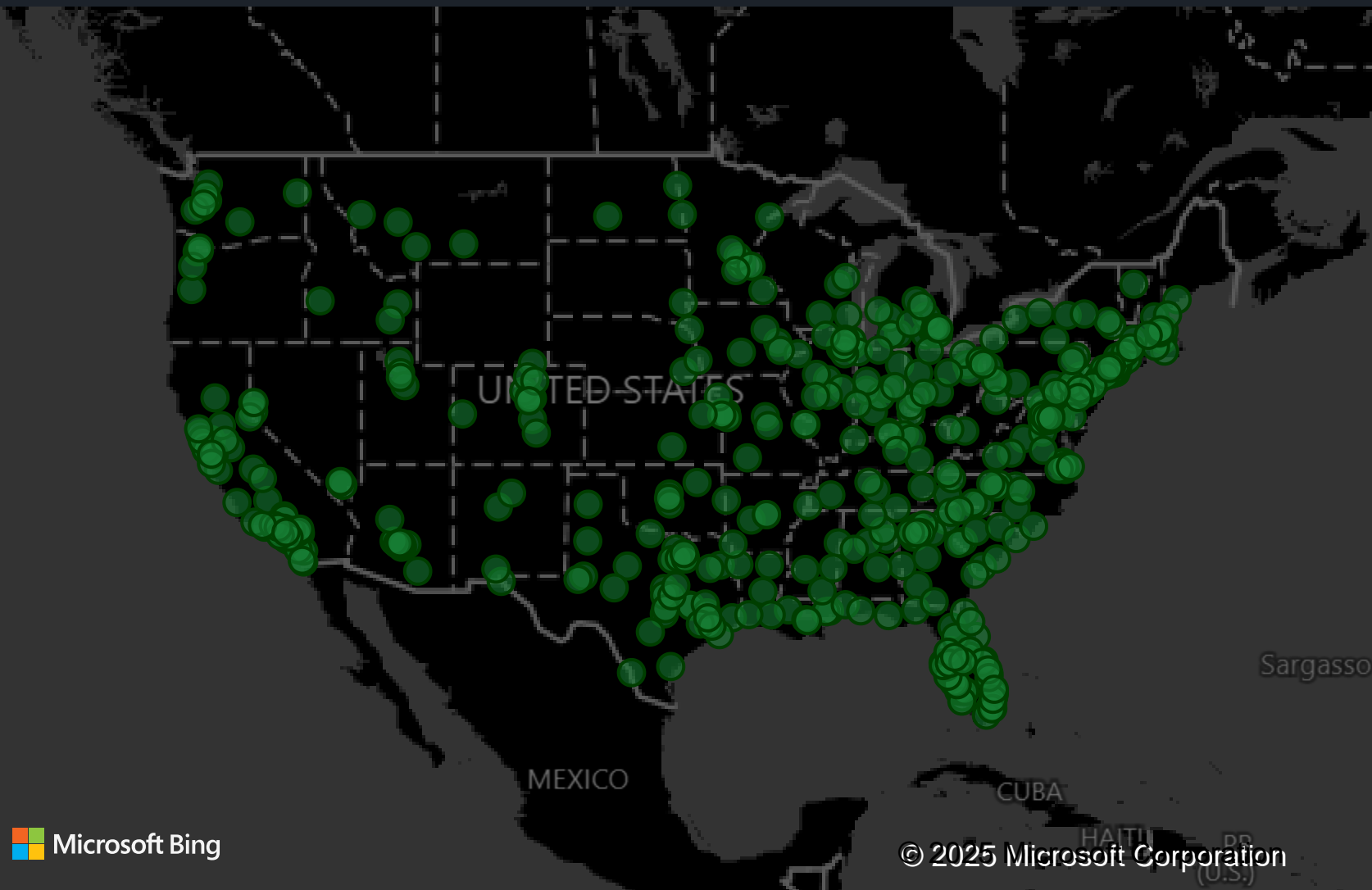
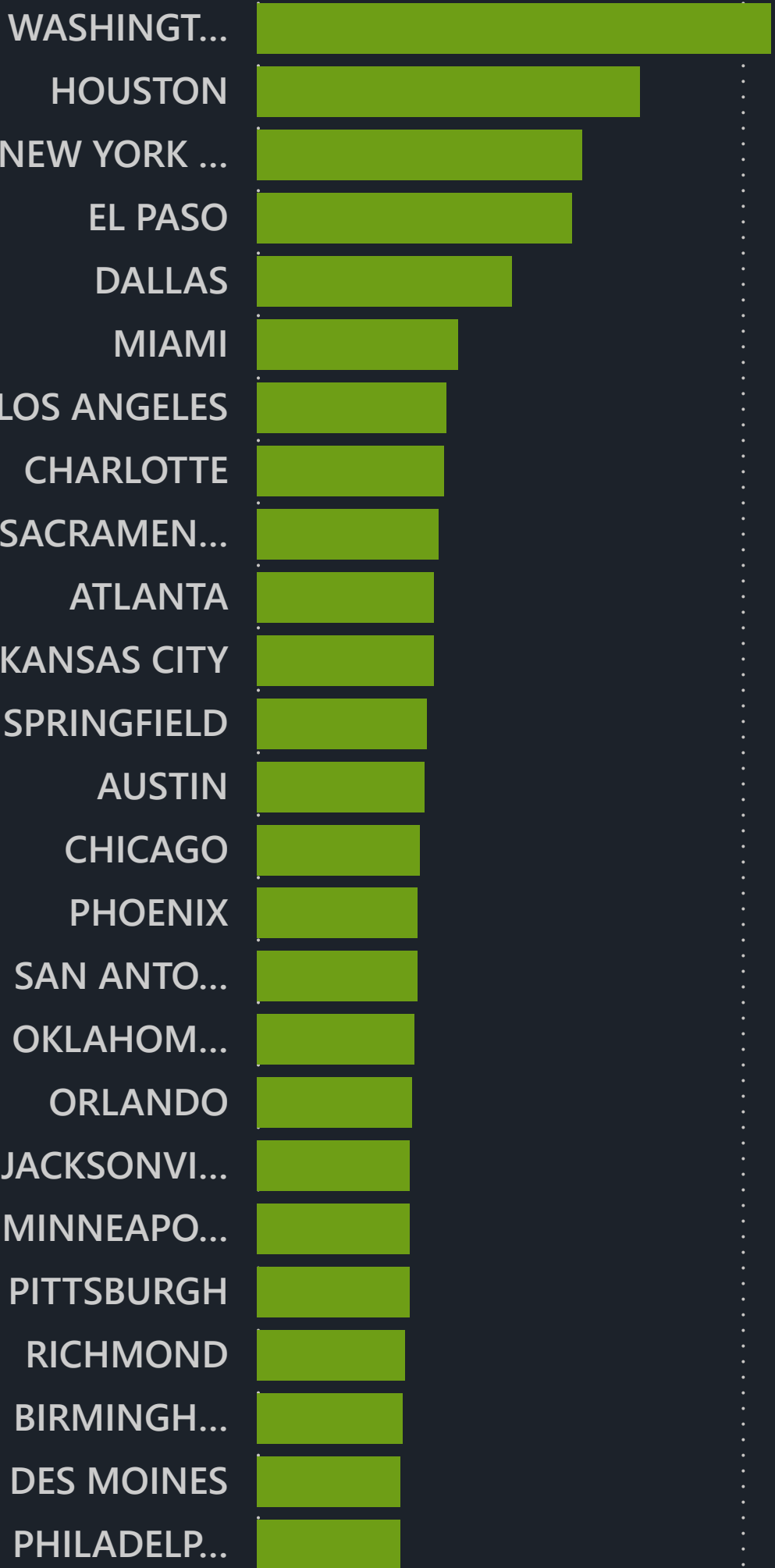
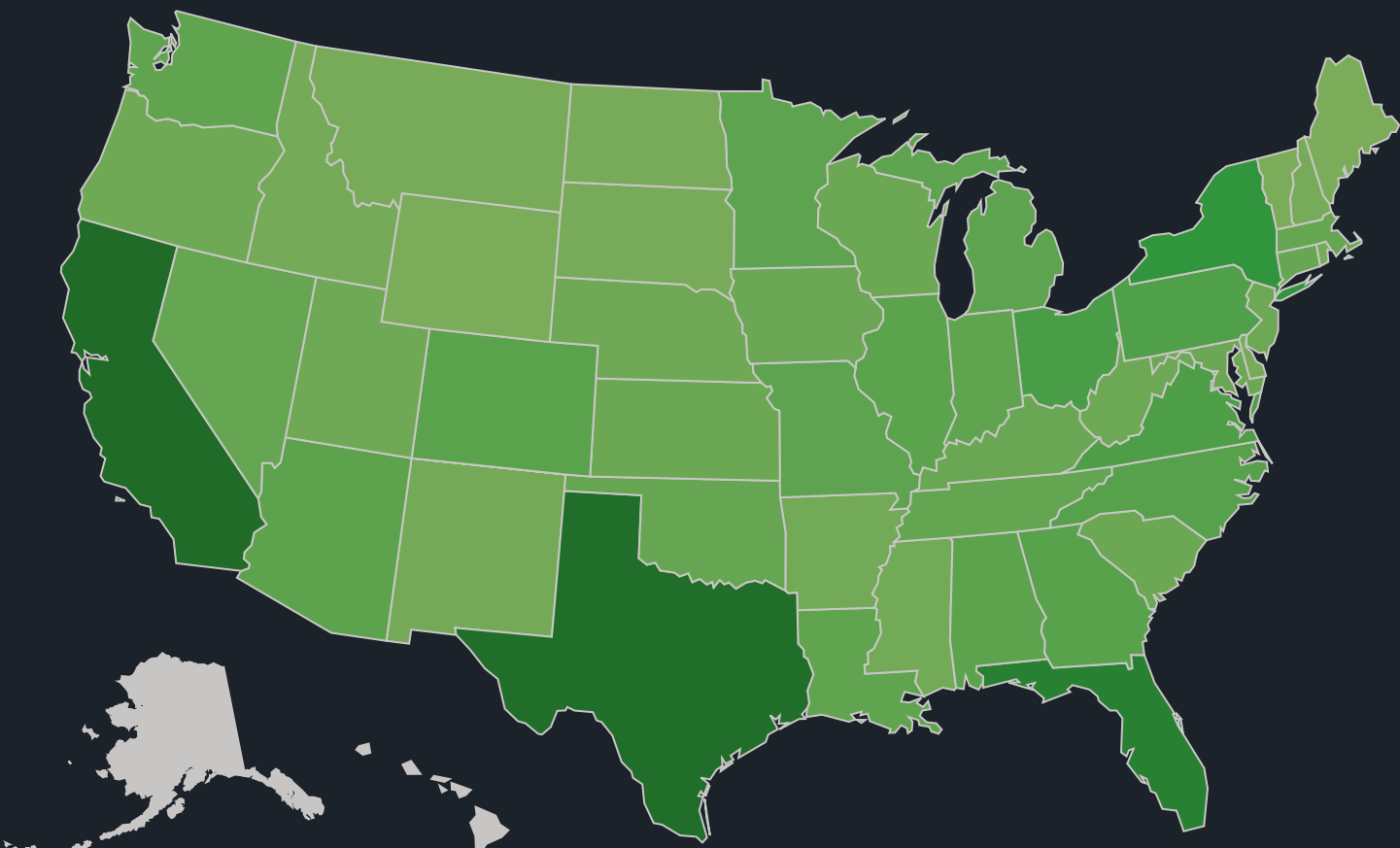
Gateway

All

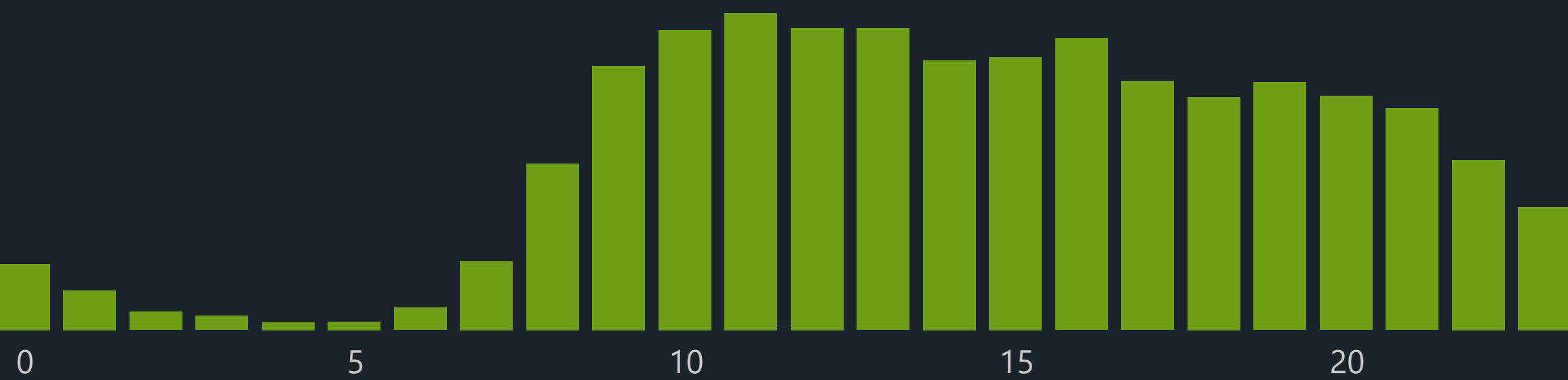
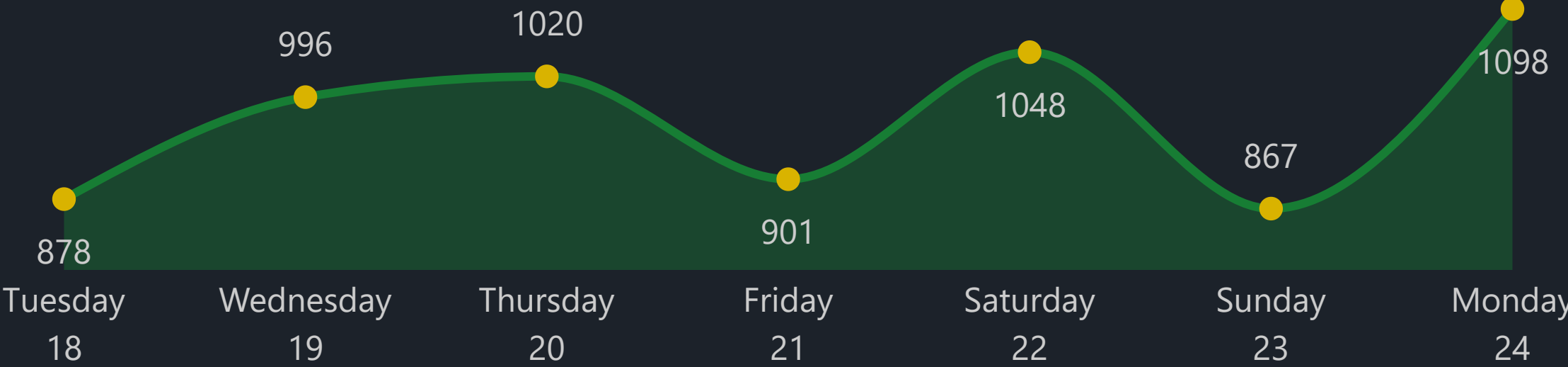
Province

All

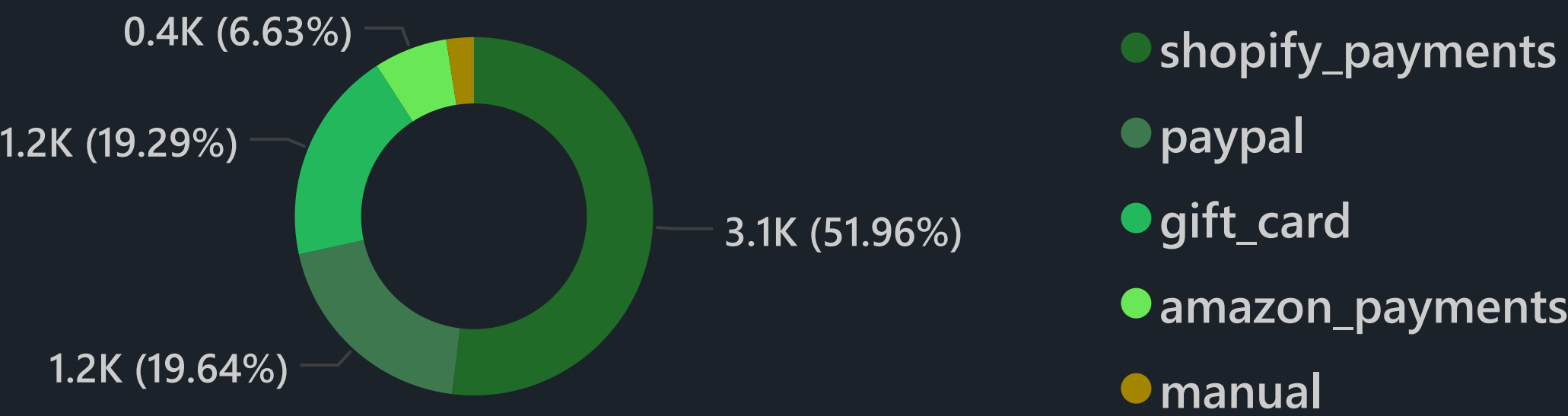
Regional Overview - Province & Cities By Total Customer



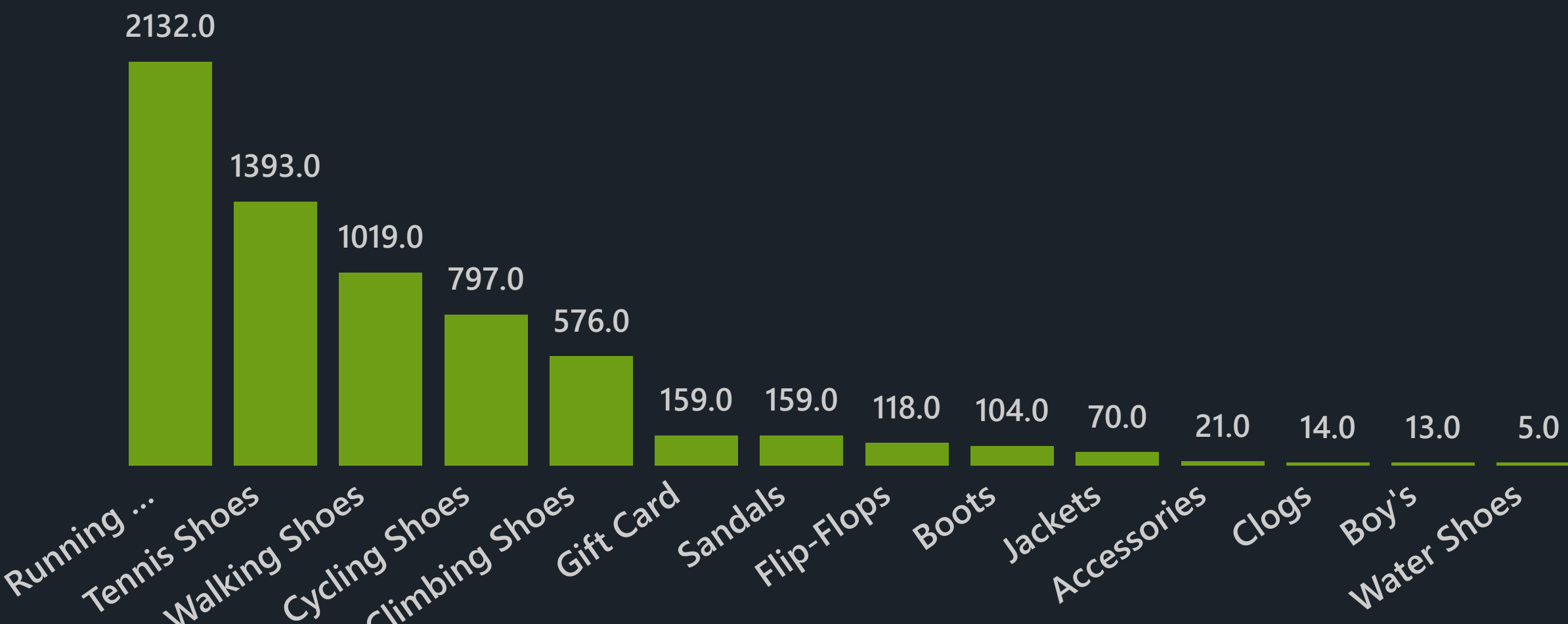
Total Customer Trend Over Time



Total Customer by Gateway Payment Method



Total Customer by Product Type





BVSC | Sales and Customer Funnel Report



BVSC Analysis

Details Analysis

Order Number	Customer Name	Customer Id	Province	CITY	Zip	Product Type	Gateway	Net_sales	Total Tax	Total Price Usd
6156	Bronson Beecham	5778	New York	ALBANY	47986	Running Shoes	shopify_payments	\$1,223	122.31	1,345.44
6889	Sheelagh Kelwick	6290	New York	NEW YORK CITY	18642	Running Shoes	shopify_payments	\$919	91.91	1,011.04
7364	Quinn Devons	3669	New York	NEW YORK CITY	61608	Cycling Shoes	shopify_payments	\$917	91.71	1,008.84
6498	Kennan Bruinemann	3528	New York	SCHENECTADY	89313	Walking Shoes	shopify_payments	\$916	91.59	1,007.52
4926	Hugibert Giovanitti	349	New York	ALBANY	36155	Running Shoes	paypal	\$889	88.91	978.04
5755	Shanan Speke	4078	New York	ROCHESTER	62828	Running Shoes	shopify_payments	\$879	87.91	967.04
7319	Manya Sandey	3128	New York	SYRACUSE	50207	Tennis Shoes	paypal	\$855	85.51	940.64
1347	Lukas Ganford	905	New York	NEW YORK CITY	60175	Tennis Shoes	shopify_payments	\$821	82.11	903.24
1455	Lemmy Cannam	2366	New York	BUFFALO	37254	Cycling Shoes	shopify_payments	\$821	82.11	903.24
6538	Rodina Lotte	4381	New York	BROOKLYN	15127	Running Shoes	paypal	\$821	82.11	903.24
6727	Killian Daspar	5651	New York	NEW YORK CITY	52338	Flip-Flops	shopify_payments	\$806	80.55	886.08
5115	Colin Felderer	4360	New York	ROCHESTER	59246	Climbing Shoes	amazon_payments	\$787	78.71	865.84
8	Marcella Rengger	5744	New York	NEW YORK CITY	62499	Tennis Shoes	shopify_payments	\$777	77.66	854.29
6283	Vinni Cleghorn	4232	New York	NEW YORK CITY	26985	Tennis Shoes	shopify_payments	\$762	76.21	838.34
2249	Ellary Laudham	6229	New York	JAMAICA	2397	Running Shoes	shopify_payments	\$761	76.11	837.24
7056	Frances Ingold	1457	New York	BROOKLYN	14010	Running Shoes	shopify_payments	\$753	75.27	828.00
7419	Siouxie Stirtle	2669	New York	NEW YORK CITY	98755	Running Shoes	paypal	\$745	74.47	819.20
1218	Sybill Ainscow	3608	New York	NEW YORK CITY	38855	Running Shoes	shopify_payments	\$733	73.31	806.44
4269	Lane Jobbings	4483	New York	WHITE PLAINS	19991	Running Shoes	shopify_payments	\$723	72.31	795.44
5023	Fayth Coppo	4133	New York	SYRACUSE	31206	Walking Shoes	paypal	\$718	71.75	789.28
6078	Tomkin Iveson	4941	New York	BROOKLYN	24715	Walking Shoes	paypal	\$718	71.75	789.28
4635	Harv Hadcroft	6174	New York	JAMAICA	70908	Cycling Shoes	shopify_payments	\$713	71.31	784.44
6788	Genevieve Dalgetty	5927	New York	ALBANY	96237	Tennis Shoes	shopify_payments	\$713	71.31	784.44
1629	Mada Turban	2841	New York	SYRACUSE	27266	Running Shoes	paypal	\$713	71.27	784.00
3498	Neils Baumber	655	New York	JAMAICA	99090	Boots	shopify_payments	\$703	70.31	773.44
2269	Bartram Blunsen	5207	New York	ALBANY	30760	Tennis Shoes	amazon_payments	\$693	69.31	762.44
3860	Vilma Wissby	6056	New York	BROOKLYN	33436	Walking Shoes	shopify_payments	\$693	69.31	762.44
6513	Bernetta M'Quharge	3012	New York	NEW YORK CITY	87698	Running Shoes	paypal	\$693	69.31	762.44
2460	Rees Verner	1770	New York	ALBANY	59950	Running Shoes	shopify_payments	\$684	68.41	752.54
1238	Tim Meltetal	5427	New York	BROOKLYN	814	Jackets	shopify_payments	\$678	67.75	745.28
1078	Tito Sopp	2401	New York	NEW YORK CITY	26705	Walking Shoes	shopify_payments	\$674	67.42	741.76
Total					20270259			\$235,188	23,518.79	258,706.72