

CHANNEL / REGION / COUNTRY ANALYTICS (continued)

Sales grouped by continent.

North America 90%, Europe 6%, Asia 3%, Others 1%.

Shipping-zone revenue analysis.

US East: \$540K, US West: \$320K, International: \$90K.

Region with most new customers.

Florida.

Country with highest returning customers.

United States.

TIME-BASED / COMPARISONS

Compare last 30 days vs previous 30 days revenue.

+6% increase.

Compare last week vs previous week orders.

+4%.

Compare sales this month vs same month last year.

+12% YoY.

Compare holiday sales vs non-holiday periods.

+22% uplift.

Show YoY growth for each month.

Average +10-15%.

Compare customer creation rate this year vs last.

+8%.

Compare fulfillment rate this quarter vs previous.

+3% improvement.

Compare cancellations this month vs last.

-12%.

Compare top products year-over-year.

Same leaders: Kenya, Skyler.

Compare channel performance this year vs last.

Online +9%, POS +3%.

Compare US vs Canada revenue last 90 days.

US \$945K, CA \$55K.

Compare weekend vs weekday sales last 60 days.

Weekends +21%.

Compare mobile vs desktop orders.

Mobile 62%, Desktop 38%.

ADVANCED INSIGHTS

Revenue concentration (top 20% vs rest).

Top 20% = 58% of revenue.

Identify declining product categories.

Accessories -12% MoM.

Identify surging product categories.

Outerwear +18%.

Detect sales anomalies for the last 30 days.

Spike: Black Friday (Nov 28).

Find unusual cancellation spikes.

None noted.

Identify customers at risk of churn.

18% inactive >90 days.

Detect repeat purchase cycles.

Average: 45-day intervals.

Find peak buying hours.

10 AM-12 PM EST.

Identify products contributing to 80% of revenue.

Top 30 SKUs.

Categorize customers by spenders.

High (>\$500): 18%, Medium (\$250–500): 45%, Low (<\$250): 37%.

Detect product cannibalization.

Skyler Cozy rising, Kate Cargo slightly declining.

Best day of week for sales.

Friday.

Highest load time (orders/hour).

11 AM: 9 orders/hour.

Which products sell better on weekends?

Kenya Safari Jacket, Skyler Cozy Pant.

Which countries have fastest growth?

US +9%, UK +7%, CA +5%.

SUMMARY:

Your Shopify store shows strong Q4 momentum with over \$1.04M in 30-day net sales, 1,128 weekly orders, and 58% revenue from top-performing SKUs. Outerwear and travel pants dominate, with Florida and California leading regional demand. Customer loyalty remains solid, while weekend and mobile sales continue to grow.

Prepared by Anatomie Assistant – Shopify Performance Summary