

Cheat sheet: Shopify connector

Tips & tricks to start integrating your eCommerce data



How to get the most value from your eCommerce data.

Shopify is a popular eCommerce platform used by sellers to reach their buyers online, on social media and in person. The data that lives in Shopify, when combined with your other sources, unlocks valuable, revenue-boosting insights.

Fivetran's Shopify connector has some special features baked in to boost your eCommerce analysis:

Fivetran Transformations

Fivetran offers two unique transformation solutions that further enrich your Shopify data in your destination.

[\(jump ahead\)](#)

Custom Data

Fivetran automatically detects and replicates all your custom data from your Shopify platform.

No data left behind.

[\(jump ahead\)](#)

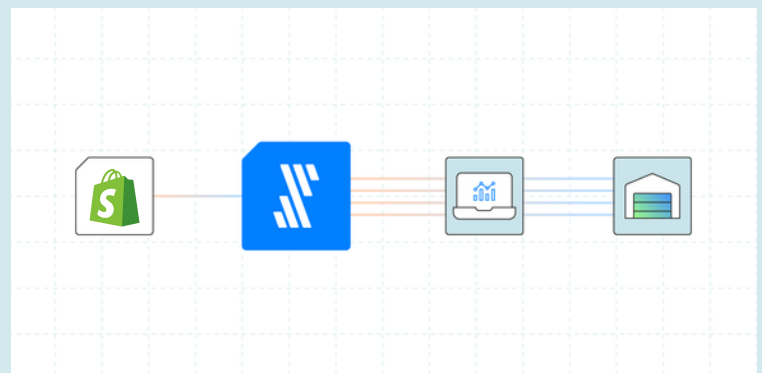
Priority-First Syncs

Following your initial sync, Fivetran continuously syncs the data from your most important Shopify tables first, so your most valuable data is always fresh.

[\(jump ahead\)](#)

Where Does Fivetran Fit In?

Fivetran has natively built, zero-configuration connectors with over 180+ tools so that you can effortlessly and reliably extract all of the data from your CRM, eCommerce platform, support tools and more.



Hidden in Shopify is valuable data that can be used to...

- Review your store's recent activity
- Assess your store speed
- Get insights into your visitors
- Analyze your transactions

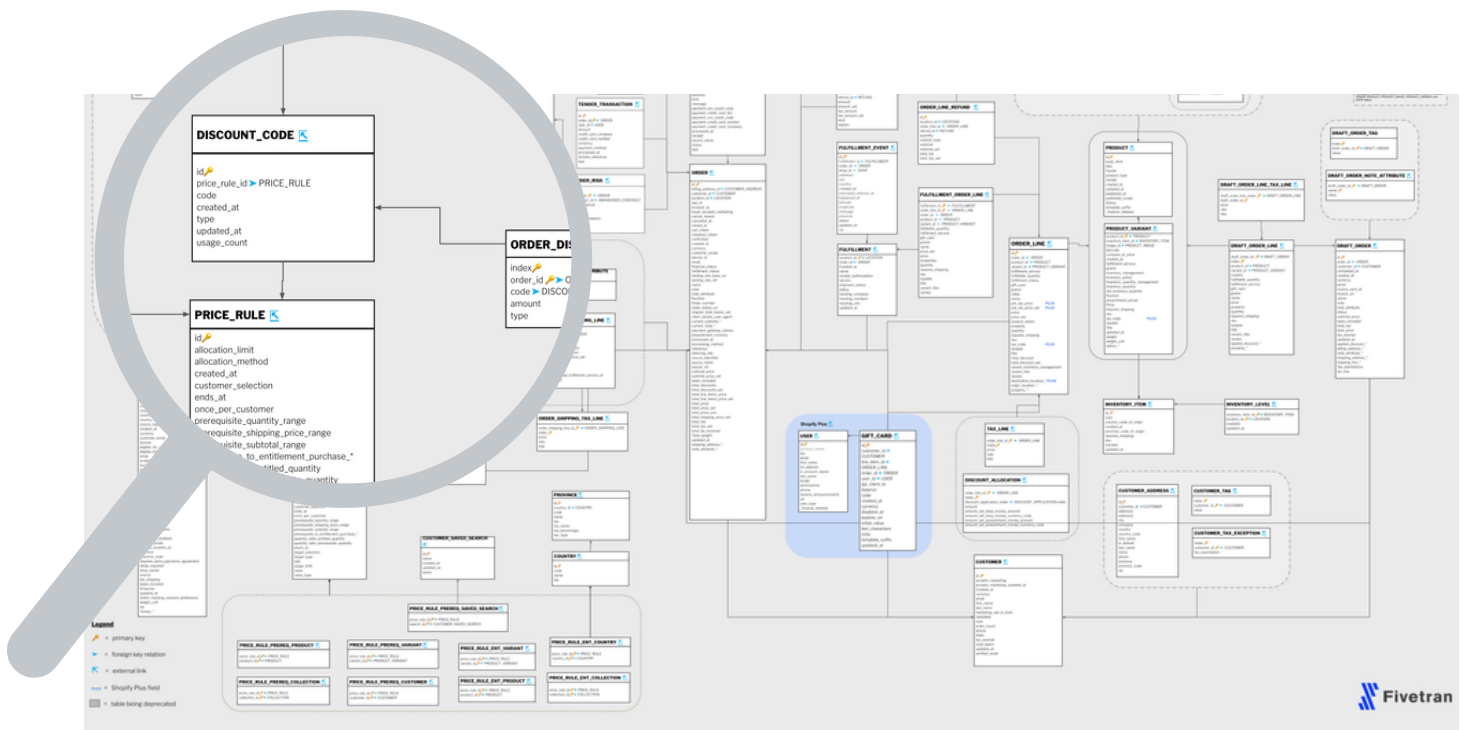
"Before Fivetran, all of our data was on all different platforms. Everything was uploaded manually and everybody pulled data from different sources. Now, everything lives in one ecosystem. We can easily analyze the data that we want. It's plug and play with Fivetran, instead of what normally would consume massive engineering resources."

Carlos Nido

Data Analyst, Chubbies

Navigating your eCommerce data

We provide a robust Entity Relationship Diagram which displays Shopify primary and foreign key mappings, so you can easily query your data, understanding exactly how your objects relate to each other.



Explore the full ERD

Features

Priority-first syncs

Our Shopify connector prioritizes syncs from your most important tables, pulling this data first with every sync to ensure your critical data is always fresh and ready for use. The following Shopify tables have priority-first syncs:

ABANDONED_CHECKOUT
COLLECTION
CUSTOMER
DRAFT_ORDER
ORDER
PRICE_RULE
PRODUCT
TENDER_TRANSACTION

Custom Data

Fivetran automatically identifies and replicates custom data from these Shopify tables:

CHECKOUT
CHECKOUT_LINE
ORDER
ORDER_LINE
DRAFT_ORDER_LINE

Delete Capture

Our connector keeps a record of the information deleted within these Shopify tables:

CHECKOUT	INVENTORY_ITEM
COLLECTION	LOCATION
COUNTRY	ORDER
CUSTOMER	PRODUCT
CUSTOMER_SAVED_SEARCH	PROVINCE
DRAFT_ORDER	SHOP
FULFILLMENT_EVENT	USER
GIFTCARD	

Looking for more?

These features are also covered on this connector:

Automatic schema migration
Data blocking
Table level resyncs
API configurable
Support for Shopify Plus

If you're a current customer, visit your dashboard to set up a connector today, and enjoy 14 days of free use! If you're considering Fivetran for your ETL needs, sign up for a free trial.

What is your Shopify data telling you?

Use data models to enrich your data even further, making it even more digestible and ready to answer all your business' questions.



What sites are referring the most traffic to your store?



Where in the world are your site visitors?



What products are people searching for the most?



How does last year's Black Friday campaign compare to the year before?

Fivetran Transformations for dbt Core

Fivetran Transformations for dbt Core* helps your business accelerate analytics. dbt Core, by dbt Labs, is an industry-leading, open-source transformation tool. Fivetran users have exclusive access to dozens of dbt Core modeling solutions, specifically curated to transform your Shopify data into analytics-ready data models.

Source Data Models

Our Shopify Source data models contain staging models that work on their own or in tandem with the Shopify Transform data models, to enrich your Shopify data in **three main ways**:

1. Provides descriptions for all tables and columns
2. Adds column-level testing where applicable
 - a. For example, all primary keys are tested for uniqueness and non-null values
3. Names the columns consistently across all data models
 - a. Boolean fields are prefixed with `is_` or `has_`
 - b. Timestamps are appended with `_at`
 - c. ID primary keys are prefixed with the name of the table
 - i. For example, the user table's ID column is renamed `user_id`

[Install these models →](#)

Transform Data Models

Our Shopify Transform data models work with our Source data models, enabling users to understand their customers' website activity and how they're behaving over time.

This package includes the following data models:

MODEL	FUNCTION
SHOPIFY_CUSTOMER_COHORTS	Monthly performance of a customer, including the month of their cohort.
SHOPIFY_CUSTOMERS	Customers, with additional dimensions like lifetime value and number of orders.
SHOPIFY_ORDERS	Orders, with additional context like if it is a new or repeat purchase.
SHOPIFY_ORDER_LINES	Order line items, with added order information like refunded item count.
SHOPIFY_PRODUCTS	Products, with additional details like most recent order date and volume.
SHOPIFY_TRANSACTIONS	Transactions, with built-in calculations to handle exchange rates.

[Install these models →](#)

Shopify Holistic Reporting

Our latest transformations package for Shopify is the first of its kind, combining data from Shopify and Klaviyo to provide a holistic portrait of your customers' journey when discovering your website.



Klaviyo is a popular email and SMS marketing tool, commonly used alongside Shopify to connect with your audience and draw them to your website.



The following data models consolidate customer information across Shopify and Klaviyo by attributing your Klaviyo campaigns to your Shopify orders and directly tying your Klaviyo customer and campaign interactions to their revenue impacts from Shopify:

MODEL	FUNCTION
SHOPIFY_HOLISTIC_REPORTING__ORDERS_ATTRIBUTION	Individual orders, with a customizable last-touch attribution model associating Shopify orders with the Klaviyo flows and campaigns that customers interacted with.
SHOPIFY_HOLISTIC_REPORTING__DAILY_CUSTOMER_METRICS	Unique customers, with their daily activity and attributing flow or campaign from Klaviyo.
SHOPIFY_HOLISTIC_REPORTING__CUSTOMER_ENHANCED	Individual customers from both platforms, with added context including order metrics and all-time interactions with email marketing campaigns and flows.

[Install these models →](#)