



ECOMMERCE AI ANALYST KIT

Turn ChatGPT or Claude into a better ecommerce analyst.

Your AI is usually not the problem. The context is. With this kit you connect your tools, describe your business once and ask sharp questions. So every answer shows what is certain and what is a guess.

[Connection guide](#)[1 master prompt](#)[6 specialist prompts](#)[Interview prompt](#)[Ready-made skill](#)

01 · HOW IT WORKS

4 steps to an analysis you can trust.

1

Connect or export your data

Connect Shopify, Meta and Klaviyo to your AI.
Export whatever can't be connected.

2

Describe your business once

Let your AI fill in your business context, or have it interview you. After that you only fill in a few details.

3

Set up your analyst

Put the master prompt and your context in a project or skill. Then every chat starts right.

4

Ask 1 question at a time

Pick a specialist prompt. Different topic? Start a new chat in your project.

⚠ Working safely with your data

- Let your AI only read. Some connectors can also change prices, campaigns or emails. The master prompt forbids that, and you never approve a change you didn't ask for.
- Remove names, email addresses, addresses and phone numbers from your exports before you share them. A customer ID is enough.
- Check your AI tool's settings for whether your chats may be used to train the model. Turn that off if you don't want it.
- Working with a team? Use a business account and agree which data you do and don't share.

02 · CONNECT YOUR TOOLS

Connect what you can. Export the rest.

The fastest route is connecting your tools straight to your AI. Your AI then fetches the numbers itself and you don't need to export anything. Here is where each tool stands right now.



Shopify

● Connect

Shopify has its own connectors for ChatGPT and Claude. Your AI then reads your orders, products, customers and analytics directly.

HOW TO DO IT

In Claude, go to Customize, Connectors and search for Shopify. In ChatGPT, search for Shopify under Apps. Sign in with your Shopify account and approve access.

- ⓘ The connector can also change things, such as prices. Only grant the permissions you need.



Meta Ads

● Connect

Meta has official AI connectors for Claude and ChatGPT, still in beta. Your AI reads your campaigns, results and signal quality.

HOW TO DO IT

In Claude, add a custom connector under Customize, Connectors with the address `mcp.facebook.com/ads`. Then sign in with Facebook and choose your business account.

- ⓘ This connector can also create and edit campaigns. Only use it for reporting.



Klaviyo

● **Connect**

Klaviyo has its own MCP server. With it your AI reads your campaigns, flows and results.

HOW TO DO IT

In Claude, add it as a custom connector. Search for Klaviyo MCP server for the current steps. In ChatGPT this only works on Business, Enterprise and Edu.

🕒 Can't connect? Export your reports per flow and per campaign instead.



Other email tool

● **Check or export**

Using Mailchimp, ActiveCampaign or another tool? Check whether it is listed among your AI tool's connectors.

HOW TO DO IT

Not listed? Export your performance per flow and per campaign.



Google Ads

● **Export**

Google has an official connector, but it is read-only, technical to set up and only works in desktop tools such as Claude Code. For most stores an export is faster.

HOW TO DO IT

Export a campaign report per day as CSV, with cost, conversions, conversion value, clicks and impressions.



Search Console

● **Export**

Google has no connector of its own for Search Console. Third-party connectors give an unknown company access to your data.

HOW TO DO IT

Go to Performance, choose the last 3 months and export pages and queries.



Costs

● **Upload or connect**

Your product costs and other costs usually live in a spreadsheet.

HOW TO DO IT

Upload the file, or connect Google Drive or OneDrive so your AI reads your spreadsheet itself.

HOW TO ADD A CONNECTOR

Claude

ChatGPT

Go to Customize, Connectors. Official connectors are in the list. Add a custom connector with the plus button and the server address. On the free plan you can use 1 custom connector at a time.

Install official apps, such as Shopify, under Apps. Custom MCP connectors only work on Business, Enterprise and Edu, through developer mode.

Gemini or something else

Check whether your tool appears in its list of apps or connectors. If not, work with exports.

03 · DATA CHECKLIST

Can't connect? Export this instead.

Tick off what you've collected. You don't need everything for every question. Each prompt lists what it needs.



Shopify

ALWAYS NEEDED

- ☐ Orders export for your period as CSV. You'll find it under Orders, Export.
- ☐ Products export with product names and SKUs. Under Products, Export.
- ☐ Report with revenue from new and returning customers, from your Shopify reports.
- ☐ Report with sales by marketing channel, from your Shopify reports.



Meta Ads

FOR ADVERTISING AND PROFIT

- ☐ Export from Ads Manager per campaign and per day. With amount spent, purchases, conversion value, impressions and clicks.
- ☐ Your attribution setting, for example 7 days after click and 1 day after view.



Google Ads

FOR ADVERTISING AND PROFIT

- ☐ Campaign report per day with cost, conversions, conversion value, clicks and impressions.
- ☐ A short list of the campaigns that run on your own brand name.



Email tool

FOR RETENTION

- ☐ Performance per flow and per campaign. Recipients, clicks, orders and revenue.
- ☐ Your email tool's attribution window.



Costs

FOR PRODUCTS AND PROFIT

- ☐ Product cost per SKU.
- ☐ Shipping cost per order, or an average.
- ☐ Payment fees as a percentage.
- ☐ Fixed costs per month, if you also want to see net profit.



Search Console

ONLY FOR SEO

- ☐ Export of pages and queries for the last 3 months.

Use the same period in every export.

Export per day or per week, not just totals.

Note promotions, sold-out products and price changes in that period.

04 · BUSINESS CONTEXT

Your AI needs to know your business. You set that up once.

An analysis is only as good as the context your AI has. Choose how you capture it.

In all 3 cases you only fill in a few details yourself.

Let your AI fill it in

Best if Shopify is connected

Get interviewed

15 minutes, 1 question at a time

Fill it in yourself

The template, with blanks

Your AI reads your orders and products, looks at your store and fills in as much as it can. It only asks you what it can't know.

prompt · let your AI fill in your business context

Write my business context for ecommerce analyses. Do as much as you can yourself.

1. Read my orders and products from the last 12 months through the Shopify connection, or from the exports I share.
2. Look at my store at [STORE URL].
3. Use that to fill in the template below as completely as you can. Work out averages yourself and show how.
4. Anything you can't find or calculate, mark as [FILL IN]. Don't guess.
5. Then ask me no more than 5 questions to fill the gaps. 1 question at a time.

Deliver the result as 1 block of text that I can save in my project.

Business

We are [BRAND NAME], an online store in [CATEGORY, for example natural skincare].

We mainly sell to [AUDIENCE, for example women aged 25 to 45 in the UK].

Our best-selling product is [PRODUCT]. Our prices range from [LOWEST] to [HIGHEST].

Channels

We sell through [own store / Amazon / other marketplaces / retail].

We advertise on [Meta / Google / TikTok / Pinterest], with about [AMOUNT] per month.

We email through [Klaviyo / other tool].

Numbers

Average order value [AMOUNT], excluding VAT.

Average gross margin [PERCENTAGE].

About [NUMBER] orders per month.

Average shipping cost per order [AMOUNT]. Payment fees about [PERCENTAGE].

Measurement

Shopify is our source for revenue and orders.

Meta measures with [7 days after click and 1 day after view / something else].

Anything unusual in our measurement [for example a new cookie banner since March, or none].

Goals

Our main goal this quarter is [more new customers / higher margin / more repeat purchases].

We want to pay no more than [AMOUNT] for a new customer.

We measure success by [METRIC].

Anything unusual in this period

[Promotions, sold-out products, price changes, new channels. Or none.]

Save the result. Put it in your project, in the instructions or as a file. Then you never have to paste it again.

05 · MASTER PROMPT

The rules that keep your AI honest.

This is the foundation under every analysis. Put it in your project or paste it first in a new chat. It makes your AI say where its data comes from, only read, and keep facts, calculations and guesses apart.

master prompt · in your project or pasted first

You are my ecommerce analyst. You help me make better decisions about my store, based on my own data.

My business

[Paste your business context here]

Where my data comes from

You get data in 2 ways. Through connections to my tools, such as Shopify, Meta and Klaviyo, and through files I upload. For every analysis, name the source you use and the period it covers.

Rules for every analysis

1. Only use information from my connections, files and context. Don't use general industry figures unless I ask for them.
2. You only read. Never change anything in my accounts, such as prices, campaigns, budgets or emails. Not even when it seems like a good idea. Suggest it, and I decide.
3. In every answer, separate 4 kinds of information and put the label in front.
Fact. Something you see directly in the data.
Calculation. Something you worked out yourself. Show the sum.
Hypothesis. A possible explanation you can't prove yet.
Missing. Information you need but don't have.
4. Never make up revenue, costs, margins, attribution, CAC, ROAS or profit figures that are not in the data.
5. Do 2 sources contradict each other? Name the difference and the possible causes before you draw a conclusion. Don't assume an ad platform is right. Platforms often count sales generously in their own favour.
6. Shopify is the source for orders and revenue. Ad platforms are the source for spend, clicks and impressions.
7. Calculate with revenue excluding VAT unless I say otherwise. Always state the period and the currency.
8. Are the numbers too small to say anything? Say so.
9. Missing information to answer the question well? Ask me no more than 3 questions first.

How to structure every answer

Start with the conclusion in no more than 3 sentences.

Then give the evidence, with the label on every point.

Then give no more than 3 actions, sorted by expected impact. For each action, say whether your confidence is high, medium or low.

End with what you need to make the analysis better.

Start now with an inventory. Tell me which connections and files you can use, which period they cover and what you notice about the quality of the data. Don't analyse anything yet.

FACT

Something that is directly in your data.

CALCULATION

Something the AI works out, with the sum shown.

HYPOTHESIS

A possible explanation, not proven yet.

MISSING

Information that is needed but not there.

06 · STANDING ANALYST

Turn it into a standing analyst.

Pasting the master prompt every time? Set it up once. Then every chat starts with the right rules and your business context.

CHATGPT · CLAUDE · GEMINI GEM

Project

Create a project called Ecommerce analyst. Paste the master prompt with your completed business context into the instructions. Connect your tools and upload your standing files, such as your cost file. Start every new question in that project.

CLAUDE · CHATGPT BUSINESS AND ENTERPRISE

Skill

Your AI picks up a skill by itself as soon as you ask about your numbers, also outside a project. You'll find it as a zip in the email with this kit. Or build it yourself with the text below.

ANY AI TOOL

Standing instructions

Add to your personal instructions that your AI always follows the master prompt rules when you ask about your store's numbers. Short and always on.

HOW TO BUILD THE SKILL YOURSELF

- 1 Create a folder called ecommerce-analyst.
- 2 Inside it, create a file called SKILL.md and paste the text alongside.
- 3 Zip the folder.
- 4 Upload the zip in Claude under Customize, Skills.
- 5 Claude asks you to turn on code execution? Do that.
- 6 Test it with a question about last month's revenue.

ChatGPT. On Business or Enterprise, go to Skills, Create and paste the same text. On other plans, use a project.

```
---
name: ecommerce-analyst
description: Use for every question about my store's numbers, such as revenue, advertising, margin, customers, retention, products or SEO. Analyses my data with fixed rules and labels everything as Fact, Calculation, Hypothesis or Missing.
---

# Ecommerce analyst

You are my ecommerce analyst. Follow this way of working for every question about my store.

## Context
Use the business context from this project or from my instructions. Not there? Then suggest doing the interview prompt together. The empty template is in references/business-context.md.

## Rules
1. Only use data from my connections, files and context.
2. You only read. Never change anything in my accounts.
3. Label every point as Fact, Calculation, Hypothesis or Missing.
4. Never make up revenue, costs, margins, attribution, CAC, ROAS or profit.
5. Do sources contradict each other? Name the difference before you conclude.
6. Shopify is the source for orders and revenue.
7. Calculate with revenue excluding VAT and always state period and currency.

## Answer
Start with the conclusion in no more than 3 sentences. Then give the evidence with labels, no more than 3 actions with your confidence, and what you still need.

## Specialist questions
Is the question about advertising, SEO, customers, retention, products or profit? Then follow the approach in references/prompts.md.
```

07 · SPECIALIST PROMPTS

6 questions that really matter.

Each prompt looks at your store from 1 angle. Use 1 per chat, in your project.

Which campaigns deserve more or less budget?

WHAT YOU NEED

Meta connected or export per campaign

Google Ads export per campaign

Shopify connected or report per channel

WHAT YOU GET BACK

Each platform's claims next to Shopify, your blended MER per week and advice per campaign.

specialist · advertising

Analyse my advertising for [PERIOD] using the data from my connections or the files I shared.

Work in this order.

1. For each channel, put what the platform reports next to what Shopify sees for that channel. Look at spend, purchases, revenue and ROAS.
2. Add up the revenue all platforms claim together. Compare that with total net revenue in Shopify. How big is the gap?
3. Calculate my blended MER per week, so total net revenue divided by all ad spend.
4. Separate campaigns on my brand name and retargeting from campaigns for new people. What share of my budget goes to people who already know me?
5. Which campaigns deserve more budget, which less, and which would you test first? Explain why for each campaign.

Don't assume a platform's ROAS is right. Use Shopify as the check.

Paste this prompt into your project, or into the same chat after the master prompt.

PROMPT 2 · SEO

Where am I leaving free traffic from Google on the table?

WHAT YOU NEED

Search Console export of pages and queries

Shopify connected or products export

WHAT YOU GET BACK

Pages with many impressions and few clicks, opportunities just outside the top 10 and a top 5 to improve.

specialist · seo

Analyse my visibility in Google using the Search Console export and my product data from Shopify.

1. Which product and category pages are shown often but clicked rarely? What could the reason be, based on the title and the queries?
2. For which queries am I just outside the first 10 results? Which page belongs to them?
3. Which important products or categories are hardly shown?
4. Do you see queries I don't have a good page for?
5. Give me the 5 pages I should improve first, with what you would change on each.

Only use this data. Don't name search volumes that are not in the export.

Paste this prompt into your project, or into the same chat after the master prompt.

PROMPT 3 · CUSTOMERS

Which customers deserve more attention?

WHAT YOU NEED

Shopify connected or orders export without personal data

WHAT YOU GET BACK

The share of new customers per month, customer groups with their value and your best first products.

specialist · customers

Analyse my customers for [PERIOD] using the orders from Shopify. Use the customer ID and don't mention names or email addresses in your answer.

1. How many unique customers do I have, and what share bought for the first time in this period?
2. How does the share of new customers develop per month?
3. Group my customers by how recently, how often and how much they bought. How big is each group and what does it bring in?
4. Which product did customers who later came back 2 or more times start with?
5. Which 3 customer groups deserve more attention, and what would you send them?

Paste this prompt into your project, or into the same chat after the master prompt.

PROMPT 4 · RETENTION

Where am I leaving repeat revenue on the table?

WHAT YOU NEED

Shopify orders for 12 months

Klaviyo connected or performance per flow and campaign

WHAT YOU GET BACK

Your repeat rate, the time to a 2nd purchase, missing flows and the top 3 retention opportunities.

specialist · retention

Analyse my repeat purchases and email using the data from my connections or the files I shared. Use the orders from the last 12 months.

1. What share of my customers bought 2 times or more?
2. How many days are there between the 1st and 2nd purchase? Give the average and the median.
3. Which automated emails do I have? Which of these seem to be missing? Welcome series, abandoned cart, browse abandonment, post-purchase and win-back.
4. Compare the revenue my email tool attributes to email with what Shopify sees from email. How big is the gap?
5. Which 3 opportunities do you see to get customers to come back more often, sorted by expected impact?

Paste this prompt into your project, or into the same chat after the master prompt.

PROMPT 5 · PRODUCTS

Which products bring in revenue, but little margin?

WHAT YOU NEED

Shopify connected or orders and products export

Product cost per SKU

WHAT YOU GET BACK

Margin per product, products with high revenue and low margin, and what is often bought together.

specialist · products

Analyse my products for [PERIOD] using my Shopify data and my cost file.

1. Make an overview per product of units sold, net revenue, discount, returns and product cost.
2. Calculate the margin per product after product cost, discount and returns. Show how you calculate it.
3. Which products bring in a lot of revenue but little margin?
4. Which products are often bought together?
5. Which products deserve more visibility or budget, and which would you reconsider? Explain why.

Is the cost of a product missing? Label it as Missing and don't calculate with it.

Paste this prompt into your project, or into the same chat after the master prompt.

PROMPT 6 · PROFITABILITY

Is my profit growing with my revenue?

WHAT YOU NEED

Shopify revenue per month

Ad spend from all channels

Cost file with product cost, shipping and payment fees

WHAT YOU GET BACK

Your contribution margin per month, what a new customer costs and the 3 biggest levers.

specialist · profitability

Calculate my profitability per month for [PERIOD] using the data from my connections and files.

1. For each month, list net revenue, product cost, shipping cost, payment fees and ad spend. What is left is my contribution margin.
2. Give the contribution margin as an amount and as a percentage of net revenue.
3. Calculate per month what a new customer costs and how much margin a new customer's first order brings in.
4. Is my contribution margin growing with my revenue? If not, where is the difference?
5. What are the 3 biggest levers to keep more per order?

Show the sum for every calculation, so I can check it.

Paste this prompt into your project, or into the same chat after the master prompt.

BONUS · MONTHLY REVIEW

Which 5 decisions deserve priority this month?

Use this prompt at the end of a chat where you've already done a few analyses.

bonus · monthly review

You have now analysed my advertising, customers, products and profit. List the most important findings.

Which 5 decisions deserve priority this month? Sort them by expected impact on my contribution margin.

For each decision, give what you would do, why, how confident you are and how I can tell in 4 weeks whether it works.

08 · CHECK YOUR AI

Trust, but check.

Even with good rules an AI can get things wrong. These 5 habits catch most mistakes.



Check 1 number yourself

Pick 1 calculation and check it in your spreadsheet or in Shopify. If it's wrong, distrust the rest too.



Watch the labels

No Fact, Calculation, Hypothesis or Missing label? Ask for the answer again, with labels.



Be extra critical of good news

A conclusion that says exactly what you hoped deserves a 2nd question. Use the follow-up questions below.



Compare with Shopify

Shopify is the source for your revenue. If a total differs a lot from it, find out why first.



Don't approve changes

Your AI asks to change something in a connected tool? Decline, unless you asked for it yourself and checked it.

follow-up · ask for assumptions

Which assumptions did you make that are not in the data? List them.

follow-up · look for what breaks it

What would undermine this conclusion? Which data would you want to see for that?

follow-up · have a sum redone

Calculate [METRIC] again, step by step, with the exact values from the data.

Want to stop doing this every week?

This kit works. But you keep collecting exports, pasting prompts and checking numbers. And your AI is only as reliable as the data you give it. Meta, Google and your email tool still all count the same sale.

Yourself with the kit

- × Collect exports or check connections every week
- × Put platform claims next to Shopify yourself
- × Track costs and margin yourself in a spreadsheet
- × Every analysis starts from scratch

With Layer Insights

- ✓ Shopify, Meta, Google, Klaviyo and your costs connected automatically
- ✓ Every sale counted once, with your real margin
- ✓ Your scorecard ready every Monday
- ✓ Ask Zeno, the AI analyst inside Layer, or connect Layer to your own ChatGPT or Claude

We connect your channels, fix your tracking and set up your dashboard for you.

Layer MCP access for your own ChatGPT or Claude is available on Scale and Enterprise.

Book your free demo →

30 minutes · no credit card · no commitment

First want to see what's going on in your store? Run the free Ecom Blind Spot Scan →

