Analytics

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Viewing sales reports

Sales reports enable you to access insights regarding your customers' orders, allowing you to filter data based on various criteria such as timeframes, specific products, or sales channels.

Sales and returns

Sales reports track the flow of product values between your business and your customers during the sales and returns processes.

A sale is recorded when a customer places an order, encompassing every line item and any applicable shipping charges as distinct sale items within the reports.

In contrast, a return occurs when goods transition from the customer back to your business, typically because the customer decides not to keep the purchased items. It's important to note that a return differs from a refund, as a return focuses on the value of the goods returned, while a refund pertains to the value of payment provided to the customer during the return processing.

Within the sales reports, sales are represented as positive values for the respective day of sale, while returns are indicated as negative values on the day they are processed. These reports encompass sales and returns from various order states, including open, archived, canceled, and pending orders, as well as draft orders that have been converted into finalized orders. Notably, sales reports do not include data from deleted or test orders.

To view sales reports, do the following:

1. Login to your WebStore Manager.
2. Go to **Orders > Sales Reports**.

View your sales reports

To view a sales report, first ensure you are logged in to your WebStore Manager.

Steps:

1. Click Orders > Sales Reports.
2. Use the filters to choose a timeframe.
3. Choose to download the report in the PNG or CSV file format.

You can generate sales reports based on a number of criteria, the most useful reports being:

- Sales by product
- Sales by channel
- Sales by location