

Using Sales Analysis

Last Modified on 29/09/2016 11:22 am AEST

Quick Steps: Shop Analytics > Sales Analysis (Product) or Sales Analysis (Size/Colour Breakdown)

Sales Analysis gives you a breakdown of how many of each product you have sold over a period of time. This can be filtered to limit to a certain period, or you can view the breakdown either by Product, or further broken down into Colours and Sizes.

1. Within the Management Console, select **Shop** from the top menu, then **Analytics** from the left menu.

2. Select **Sales Analysis (Product)**

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Sales Analysis (01-Feb-2010 To 28-Feb-2013)

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Search For: In: **Product**  

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Product	Category	Units	Amount	Email	Customers
Product 4	Product Category 1	2	\$110.00		

Records: 1-1 of 1



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or **Sales Analysis (Size/Colour Breakdown)** from the expanded left menu.

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Search For: In: Product

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Product	Category	Color	Size	Units	Amount	Email	Customers
Product 4	Product Category 1	Platinum	Medium	2	\$110.00	<input type="button" value="Email"/>	<input type="button" value="Customers"/>

Records: 1-1 of 1

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3. Here you can view and access the following functions:

- Total Units sold per product (Units Column)
- Total Revenue per product (Amount Column)
- Email all Customers who purchased that product (Email Column)
- View a list of Customers who purchased that product (Customers Column)
- View a further breakdown of Total Units sold and Total Revenue based upon Colour and Size
- Export data into Excel
- Filter dates to get specifics for a time period

Note: Use Sales Analysis to track your bestselling products as well as those that create the most revenue for your organisation so that you can better promote products to your customers

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