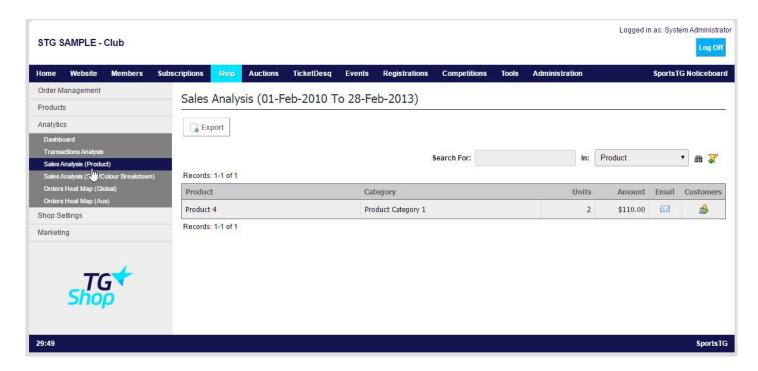
Using Sales Analysis

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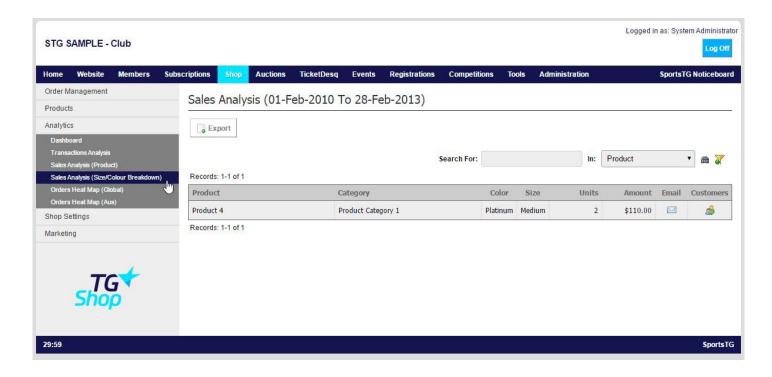
Quick Steps: Shop Analytics > Sales Analysis (Product) or Sales Analysis (Size/Colour Breakdown)

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)



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



- 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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