Sales Reports

Sales Value (Revenue Reports) (For Dashboard)

1. **MTD Sale Amount (Month To date)** – Sum of Completed order sales till date in the current month. For the previous month it will be simply the total sales.

2. **Sales Target achievement-** (Regional, Area, Territory, Employee) (for current month) = Achieved Sale Amount (MTD)/ Actual Sales Target Amount (In Percentage)
   For Area, Region, Territory – we can either a section in the KPI management for entering a target for each region, area or territory only for reporting purposes.

3. **Target Deficit (Amount): =** Actual Sales Target Amount – Achieved Sales Target Amount

4. **Projected MTD sales (for current Month)** = Achieved Sales Amount + (daily average sales (Achieved Sales amount / No of days passed in the month) * number of remaining working days)

5. **Gross Margin (percentage)=** Total selling price of all Products Sold (after subtracting all kinds of discount) / Total cost price of every product

6. **Profit =** Total selling price of all Products Sold (after subtracting all kinds of discount) - Total cost price of every product

7. **Average Daily Sales –** Average amount the completed Orders

8. **High Selling Days –** assortment of highest sales in terms of days.

9. **Top 10 Employees** (Sales Amount of Completed Orders)

10. **Top 10 Territories** (Sales Amount of Completed Orders)

11. **Top 10 Products** (Contribution)

12. **Top 10 Retailers** (Total Monthly Revenue)

13. **Order Bookers Ranking (Number of Order Bookers in Top Tier 20% Green Color, Medium Tier >20% <=70% Yellow, Bottom Tier RED >70% =100%)**

14. **Regular Vs Discounted Product Sales %** (Total Products Sold on Regular Price/ Total Products Sold (ALL discounted and regular)

Order Reports

1. **Total Sale Orders** (completed Orders) (Month, Week, Day)

2. **Average Order Value (**Completed Orders) (Month, Week, Day)

3. **Average Product / Order** (total products ordered / total number of orders)

4. **Cancelled Orders** (the orders that were cancelled white they were in pending state) (Month, Week, Day)

5. **Returned Orders** (The orders that were cancelled after being processed) (Month, Week, Day)

6. **Return Order Ratio** (Month, Week, Day) (Returned Orders / Total Orders Processed)

7. **Cancel Order Ratio** (Month, Week, Day) (Cancelled Orders / Total Orders Received (not processed))

8. **Successful Order Ratio (**total orders / Total visits (Sum of retail visits with order and without order) (Month, Week, Day)

9. **Average Order Discount** (This shall only count the discount that was given at the time of order booking – shall not include any other discount)

10. **Average Orders/Day**

11. **Highest number of Orders In a day (could be any day of the month)**

12. **Lowest Orders in day**

13. **Highest Order Value**

14. **Lowest Order Value**

15. **Average Order Processing time** (from order booking to order completion)

16. **Number of Orders with more than 1 product**

Product Reports

1. **Total Number of Products** (completed Orders) (Month, Week, Day)

2. **Top 10 selling Products**

3. **Bottom 10 Selling Products**

4. **Product Sales Report by Area, Region, Territory**

5. **Product Sale** Report by Category

6. **High Profit Products top 10**

7. **Low Profit Products (10)**

8. **Average Number of Multiple Products sold per employee (Total number of Product Sold / total Number of employees)**

9. **Average Number of Multiple Products sold per order and retailer**

10.

Field Force Reports

Retailer Reports

Distributor Reports

Campagin/scheme Reports