

## Reports

This is the module that will provide a sharp view on the performance of your shop on the IndoMarche portal. Several reports are available like:

- Sales by month
- Conversion rates
- Top-selling items
- Top-grossing items
- Top customers
- Returning customers
- Abandoned customers
- Average order value
- Top-selling categories
- Top suppliers

Apart from the ones mentioned here, there are many more reports available with us with detailed insights.

## REPORTS >> PERFORMANCE

### KPI

KPI stands for Key Performance Indicator. It shows the sales report for the last 12 months and provides a financial overview of the whole year. You can check several things here like the conversion rate, total revenue earned in the last 12 months, the total number of carts left abandoned, average order value for your store, and many more.



### Top Selling Items

This section will provide detailed information about the top 10 items present in your inventory. Here there is a table for the same displaying the units sold and revenue

generated from them. This is important to set marketing strategies and add inventories accordingly.

TOP SELLING ITEMS				
id	Labeling	Attributes	Units sold	Global sales
1	non aut id et dignissima non dignissima.	idolus	20	\$2,552
2	non blanditiis interdumque explicabo et eaque sequatur et porroque velit.		14	\$341
3	non qui id aperiam voluptatem porroque et ratione.	aliquam	10	\$522
4	non aliquam quam dicta expedit beatus accusantium cupiditate.	aliquam (at	10	\$396
5	non ut qui recusandae veritatis aperiam et sit.	debitus	9	\$699
6	non placeat blanditiis non voluptas officia aliquam accusanda.	consequatur	8	\$712
7	non qui Consequatur enim assumenda ut laudantium idem nulla consequatur.		7	\$872
8	non aperiam blanditiis minima doloremque optio et velit et eligendi.	non (quam	6	\$652
9	non beata qui remanent veritatis aperiam et sit.	quo	6	\$438
10	non quibusdam quia quam laudantium enim adipisci veritatis.		6	\$699

## Top Customers

This is the list of customers who spend more on your store. This list can help you more in marketing and you can also offer them discounts and coupons to these customers to convert them into a returning buyer.

TOP CUSTOMERS			
	Name		Revenue
	CustomerOne	10	\$2,552
	CustomerThree	2	\$379
	CustomerFour	2	\$471
	CustomerFive	1	\$364

## Returning Customers

This is the list of the frequent customers of your store. These are the most important customers because you do not need to do any marketing to maintain them. Also, you can offer discounts to them to make them happier with your services.

RETURNING CUSTOMERS			
	Name		Revenue
	CustomerOne	10	\$2,552
	CustomerThree	2	\$379
	CustomerFour	2	\$471






## Top Categories

This is the list of your best performance categories. It also has a listing of all the products available in your store. This is the perfect list to get a proper idea of the trends and get the trendy items in your inventory too.

TOP CATEGORIES				
Name	Items	Status		
Hahn, Weimann and Kris	7	Active		
Hyatt PLC	5	Active		
Heaney LLC	5	Active		
Parker-Feil	5	Active		
Satterfield Inc	4	Active		

Top Suppliers

This is the list of the suppliers that you are associated with and there is also a list of all the items in your store from the associated suppliers.

TOP SUPPLIERS					
	Name	Items	Status		
	Hoppe-Kovacek	8	Active		
	Paucek, O'Reilly and Berge	6	Active		
	Miller-Mante	6	Active		
	Hintz-Rolfson	5	Active		
	Carroll-Rempel	5	Active		