

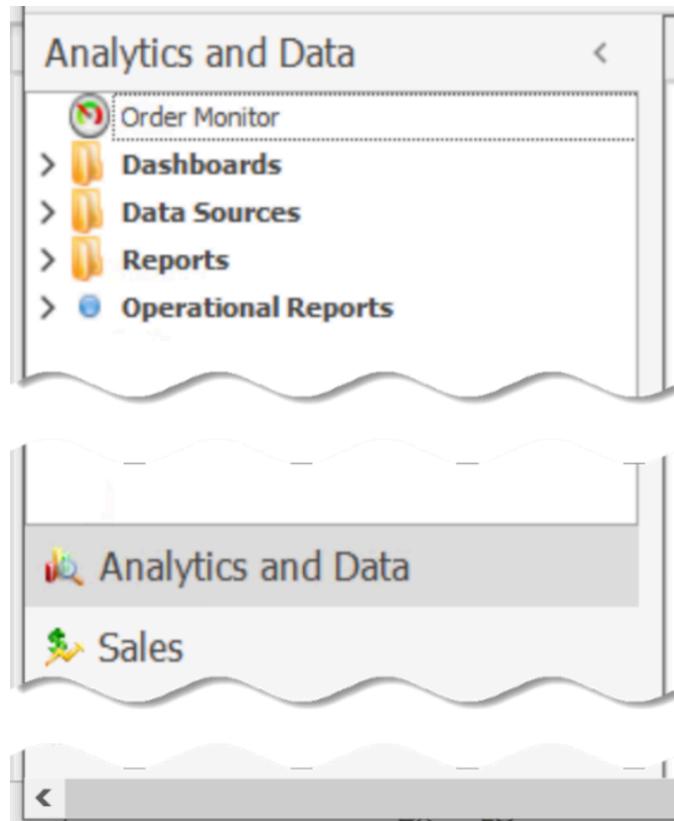
ESM: Analytics & Data (AAD)

EVP System Management

Analytics and Data

The processes and activities associated with using the extensive set of information created based on the execution of EVP processes.

- [AD01 Order Monitor](#)
- [AD02 Data Sources](#)
- [AD03 Data Warehouse](#)
- [AD04 Dashboards](#)
- [AD05 Reports](#)

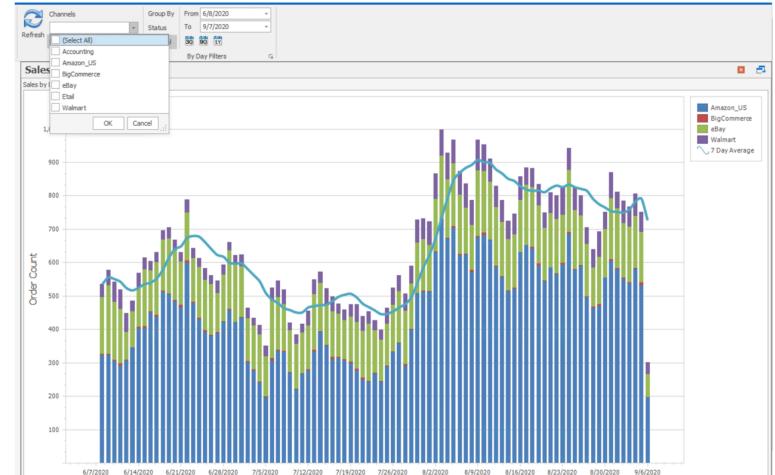


The EVP solution is a data-driven application that leverages core data sets to enable its operational processes, plus it generates an extensive set of data based on the execution of these processes. This data can be used for many different purposes. Therefore, the EVP solution provides several options to access and leverage this data for process execution, operational improvement initiatives, or business KPI's. These data access options can be found in the Analytics and Data module.

AD01 Order Monitor

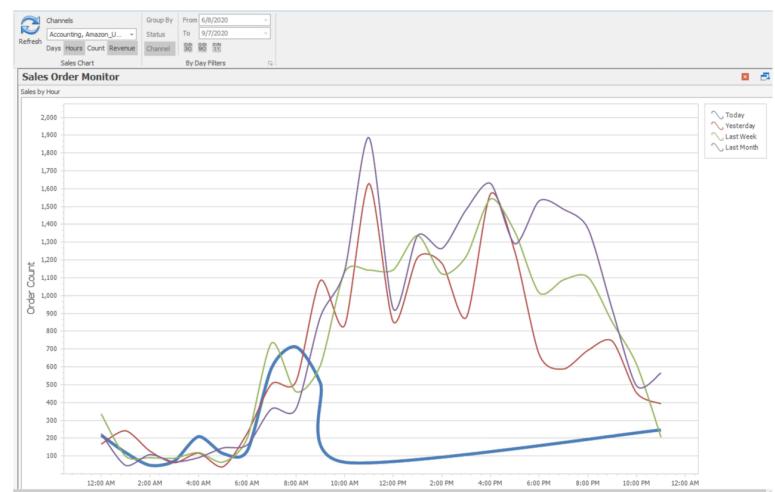
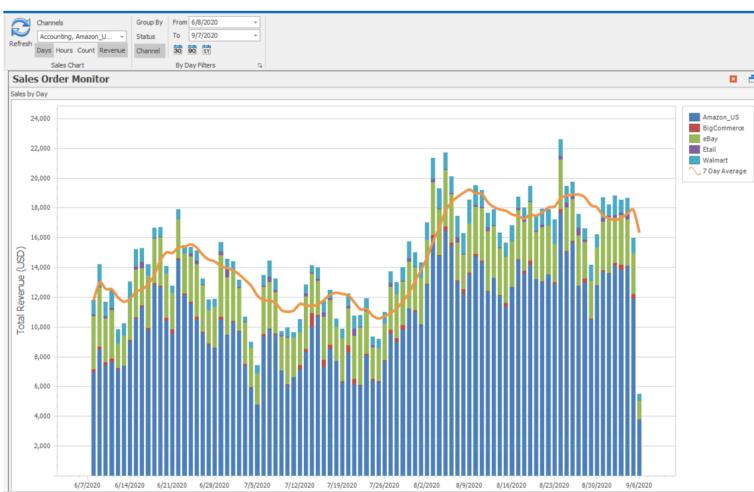
The Order Monitor provides access to specialized views to track sales order velocity displayed at a daily or hourly level by revenue or order count.

Order Monitor



The order monitor allows a user to view sales orders in multiple different ways:

- One or more sales channels
- Daily or hourly views
- Daily ranges: 1, 7, 31 or user-defined
- By order count or revenue



AD02 Data Sources

Data Sources provide an alternative method of providing access to EVP data via views or SQL statements that can add business structure or isolate specific datasets using reports and dashboards. These data sources can also be scheduled to run at specific times and extract data in files for external analysis. At a technical level, data sources provide fast-lane access to data that by-passes the application and UI layers so reduces operational system load while isolating the complexity of EVP's operational data structures, which are structured for performance versus ease of business reporting, i.e., item attributes are all stored in a single attribute table with a channel cross-reference, so a database view can be used to filter just to show Sale Channel or specific suppliers set of attributes.

Data Sources

Data sources can allow a user to create multiple different ways of access operational data that can

Analytics and Data

- Order Monitor
- > Dashboards
- > Data Sources
 - Inventory Events
 - COGS and POGS Report
 - SO Shipment Count
 - SO Shipment Count by Supplier
- > Sales
 - SalesAnalysis
 - Unverified Amazon Items
 - Order_LineItem_ProfitLoss_Or...
 - Pricing Report
 - Order_LineItem_ProfitLoss_Or...
- > Catalog
- > Supplier

be viewed, exported, or used as the basis for a dashboard or report.

A business analysis level user can also edit and adjust SQL as needed

```

SELECT evp_inv_Item.Sku, evp_inv_InventoryEvent.Quantity, evp_inv_InventoryEvent.InventoryValue, evp_inv_InventoryEvent.EventTyp...
FROM evp_inv_InventoryEvent WITH (NOLOCK) INNER JOIN
    evp_inv_Item WITH (NOLOCK) ON evp_inv_InventoryEvent.ItemId = evp_inv_Item.Id
WHERE (evp_inv_InventoryEvent.CreatedDate BETWEEN @FromDate AND @ToDate)
  
```

Etail Vantage Platform - EVP - By Etail Solutions

Analytics and Data

- Order Monitor
- > Dashboards
- > Data Sources
 - Inventory Events
 - COGS and POGS Report
 - SO Shipment Count
 - SO Shipment Count by Supplier
- > Sales
 - SalesAnalysis
 - Unverified Amazon Items
 - Order_LineItem_ProfitLoss_Or...
 - Pricing Report
 - Order_LineItem_ProfitLoss_Or...
- > Catalog
- > Supplier
- > Epicor
- > Manual Carrier

Sku	Quantity	Inventory V...	Quantity Be...	Value Before	Processed	Batch Id	Notes	Event Type	Created By	Created Date	Process Name
BCWV60973	1.00000	2.93000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BCWV60973	-1.00000	-2.93000	1.00000	2.93000	✓	9400111898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
BKYY917636	1.00000	9.80000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BKYY917636	-1.00000	-9.80000	1.00000	9.80000	✓	9400111898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
BDCKB32655	1.00000	1.02000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BDCKB32655	-1.00000	-1.02000	1.00000	1.02000	✓	9400111898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
FJLFRY460	2.00000	35.12000	0.00000	0.00000	✓	SO-2002051...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
FJLFRY460	-2.00000	-35.12000	2.00000	35.12000	✓	9400111898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
BCNX10511	1.00000	7.15000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BCNX10511	-1.00000	-7.15000	1.00000	7.15000	✓	9400111898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
BBHH0961865	1.00000	224.77000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BBHH0961865	-1.00000	-224.77000	1.00000	224.77000	✓	9405511898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
BBZN6187	2.00000	18.16000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....
BBZN6187	-2.00000	-18.16000	2.00000	18.16000	✓	9405511898...		Ship	auuv02.Ser...	8/22/2020	Evp.Server....
FJLFHR119	1.00000	15.33000	0.00000	0.00000	✓	SO-2002052...		Receive	auuv02.Ser...	8/22/2020	Evp.Server....

AD03 Data Warehouse

The Data Warehouse feature provides access to data in a manner that does not impact the operational processing of the system; a data warehouse table is maintained to provide normalized single table access to key data elements. The primary use of this model is for the Sales Order related information. This data warehouse table approach also supports the ability to track data that will increase in quality over the processing of the order, but operational is only stored once, i.e., Shipping cost is first estimated, then updated to as manifested, and then optionally when carrier invoice is processed. These data elements have their lifecycle status of:

- Initial
- Estimated
- Confirmed

Data Warehouse – Sales Order Table

The sales order data warehouse table is updated on a regular basis (default is every 30 mins) and provides a flat table summary of key sales order-related details.

```
select top 50000 *
  from "dbo"."evp_dwh_SalesOrderItemView"
    "SalesAnalytics"
where
  ("SalesAnalytics"."SalesOrderDate" >= @FromDate)
  and ("SalesAnalytics"."SalesOrderDate" <= @ToDate))
```

Identifiers		
Field	Purpose	Example
Sales Order Id	Unique GUID (Globally Unique Identifier) to represent the Sale Order	9246949c-39b9-4db7-b7bf-ac2d00536205
Id	Unique GUID (Globally Unique Identifier) to represent the Sale Order Line item	c8972313-cf29-4a78-92d6-ac2e004fc59
Sales Item Id	Unique GUID (Globally Unique Identifier) to represent the item on the Sale Order Line	e2bcdcd-f00-4883-8be1-ac2d00536213
Sales Channel Id	Unique GUID (Globally Unique Identifier) to represent the sales channel associated with the Sale Order	474c9c48-5983-4497-b683-a46700bb666d
Merchant Id	Merchant / System Instance name	Demo System
Customer Id	Unique GUID (Globally Unique Identifier) to represent the customer	93aa4f4da-f763-43aa-bbcfa2e004fc8f
Fulfillment Channel Id	Unique GUID (Globally Unique Identifier) to represent the channel used to fulfill the item	21c49d495-0fb9-44b6-8ad4-a46500db78f0
Fulfillment Location Id	Unique GUID (Globally Unique Identifier) to represent the fulfillment location associated with the channel	0960dd46-3e42-4574-acb-a99f0166386b
Fulfillment Item Id	Unique GUID (Globally Unique Identifier) to represent the fulfillment	8dff32b6-4c83-4afa-9a17-ac2e004fc0e

Sales Order Header Details (repeated per sales order line)		
Field	Purpose	Example
Sales Data Status	Status value to indicate what is the overall status of inventory	Initial or Confirmed
Sales Order Number	This is the sales number from the relevant sales channel	Amazon - 113-0380358-0649021 eBay - 09-05664-76450 Walmart - 5182028659296
Sales Status	This is the overall status of the sales orders as it processed by EVP	Pending - Sales order details have been download but not yet release to order fulfillment Open - Sales order has been released by sales channel and is open and not yet fulfilled Fulfilled - Sales order is fully fulfilled Complete - Sales order is partially fulfilled and marked complete Cancelled - Sales order was cancelled either on EVP or sales channel
Sales Order Date	The date the sales order was placed on the sales channel	9/5/2020
Sales Channel Name	The name of the sales channel. There can be multiple names per sales channel type	Amazon_US, Amazon_CA, ebay Motors, Walmart_US, etc
Sales Channel Type	The type of sales channel	Amazon, eBay, Walmart, Shopify, etc.
Requested Service Level	The service level requested on the sales order	Standard, Expedited, Next Day, ShippingMethodStandard, etc.
Customer Name	Full name of the ship to customer	Jose n Reyes
Street Address	Ship to address for the sales order	111 ELM HILL CT
City	Ship to city for the sales order	PORTE JEFFERSON STATION
State Region	Ship to region for the sales order	NJ
Postal Code	Ship to ZIP/Postal code for the sales order	83686-9013
Country	Ship to country for the sales order	US

Sales Order Line - Item Details		
Field	Purpose	Example
Buyer	Optional value to indicate the name of the buyer associated with the master item	John Smith
Sku (Master SKU)	The Etail master item SKU for the item that was sold	3MI-12345
Sales Sku	The Sales Sku. This represents the item on the sales channel listing, i.e. eBay Custom SKU. A sales channel may have multiple sales listing for the same master item	3MI-12345-01, 3MI-12345-02
Variant Group Sku	The associated parent SKU for a child item sold as a variant, i.e. Size, Color, Voltage, etc.	3MI-12345P
Manufacturer	The manufacturer associated with the master item	STANDARD MOTOR PRODUCTS
Mfr Part No	The manufacturer part number associated with the master item	S694
Fulfillment Sku	The fulfillment channel SKU that is used to fulfill the sales order	3MI-12345 if fulfilled from stock, i.e. same as master SKU or T2MGC-900 supplier SKU
Quantity	The quantity of the item on the same order in base UOM	1.0
Title	The title of the item on the sales order	Standard Motor Products VS18 PCV Valve
Sales Rank At Time Of Sale	The sales ranking of the sales listing when it was sold	2588501
Sales Category At Time Of Sale	The category on the sales channel item when the item was sold	Amazon General/Automotive/Replacement Parts/Engines & Engine Parts/Engine Parts

Sales Order Line - Item Details		
Field	Purpose	Example
Price	The sales price of the sales line item prior to any discounts*	\$14.88
Shipping Price	The sales price of any shipping associated with the line item*	\$0.00
Service Price	The sales price of any services associated with the line item*	\$0.00
Discount	The discount associated with the sales order line item*	\$0.46
Shipping Discount	The discount associated with the sales order line item for shipping price*	\$0.00
Commission	The sales commission associated with the sales order line item*	\$1.44
Inventory Cost	The inventory cost associated with the sales order line item**	\$6.36
Shipping Cost	The shipping cost associated with the sales order line item**	\$1.89
Service Cost	The services cost associated with the sales order line item**	\$0.00
Overhead Cost	The overhead cost associated with fulfillment location for the sales order line item**	\$0.00
Package Cost	The packaging cost associated with the sales order line item**	\$0.00
Total Sales	The realized total sales price of the sales order line item, i.e sale minus discount*	\$14.42
Total Shipping Price	The realized total shipping price of the sales order line item, i.e sale minus discount*	\$0.00
Total Cost	The total costs associated with the sales order line item**	\$10.29
Taxable Amount	The total taxable amount associated with the sales order line item*	\$14.42
Tax	The tax associated with the sales order line item*	\$1.06
Shipping Tax	The shipping tax associated with the sales order line item*	\$0.00
Profit Loss	The calculated profit in \$ based on overall sales order line item revenue and costs	\$4.13
Profit Percent	The calculated profit as % based on overall sales order line item revenue and costs	28.64%

*These values are loaded from sales channel and are not altered by EVP, **These costs are based on how EVP processes the fulfillment of the sales order

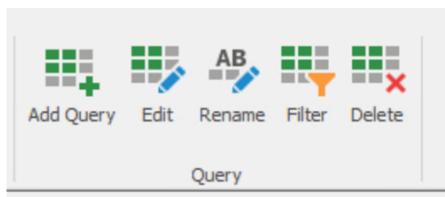
Sales Order Line - Fulfilment Details		
Field	Purpose	Example
Fulfillment Date	The date the sales order line was fulfilled	New, Open, Complete, Error
Fulfillment Status	The status of the fulfillment process	
Fulfillment Order Number	Initial this will be the EVP allocated Purchase Order number and can then be updated to reflect the supplier order reference if provided via Purchase Order	PO-20148379-PA or 1-56931
Fulfillment Channel Name	The name of the fulfillment channel where the sales order was shipped from	PartsAuthority
Fulfillment Channel Type	The type of fulfillment channel used to process the line item	Supplier, Etail (Stock Pick or Crossdock), 3PL
Fulfillment Location Code	The code associated with the fulfillment location	62 CA
Fulfillment Location Name	The name associated with the fulfillment location	San Bernardino Warehouse
Linked Fulfillment Channel Name	Optional reference if inventory is sourced from a different location from which it was shipped from	
Linked Fulfillment Location Code	See above	
Linked Fulfillment Location Name	The channel the inventory was purchased from to fulfill the sale order, if cross docking the fulfillment location will be your warehouse	PartsAuthority
Purchase Channel Name	The channel the inventory was purchased from to fulfill the sale order, if cross docking the fulfillment location will be your warehouse	
Fulfillment Data Status	The status of the fulfillment inventory cost lifecycle	Initial = EVP or Supplier feed cost Confirmed = Supplier invoiced cost
Initial Inventory Cost	The original inventory cost for the sales order line item	\$3.51
Estimated Inventory Cost	The estimate inventory cost based on selected fulfillment method	\$3.51
Invoice Inventory Cost	The supplier invoiced cost for the sales order line item	\$3.51
Shipped By User	The EVP user account that manifested the line item	etail_ndavies
Shipping Weight	The shipping weight for the item in base weight UOM	0.100
Carrier	The carrier that was used to ship the sales order	FedEx
Shipping Service Level	The associated service level that was used to ship the sales order	FedEx Home Delivery*
Shipping Data Status	The status of the shipping cost lifecycle	Estimated = using SCM estimates Confirmed = as manifested and then as invoiced cost
Estimated Shipping Cost	The original estimated shipping cost used for repricing and initial order fulfillment decision	\$9.74
Manifest Shipping Cost	The shipping cost collected during manifesting, will override shipping	\$9.58
Invoice Shipping Cost	The shipping cost loaded from a carrier invoice, will override shipping	\$9.62

AD04 Dashboards

Dashboards provide the ability to allow user interaction with data via summary gauges with drill down into different slices and layers of data. Dashboards can use the data warehouse table or data sources as their source of data.

Dashboard Gauges

The gauge utility supports the creation of data views that interlock to provide a dashboard of related information that can be filtered by date range and then allow a user to drill down into the details behind the gauge



A library of standard dashboards are provided but can be extended as needed by either

Analytics and Data

- Order Monitor**
- Dashboards**
 - Profitability Overview
 - Sales Summary by Channel
 - Sales Summary by Supplier
 - Daily Sales Report
 - Sales and Profit
 - Manufacturer by Month
 - Sales by Manufacturer
 - Sku Velocity & Sales Analysis
 - Supplier Drill Down
 - Orders with Profit < 0.01
 - Order Profitability Analysis
 - Repricing Optimization Dashboard_Report
 - Revenue by Repricing Policy

Dashboard Profitability Overview

DATA ITEMS

- SalesAnalytics**
 - Calculated Fields
 - Calculate Est ...
 - Est Commission
 - Est P/(L)
 - Modified Ship ...
 - Modified Total ...
 - Modified Total ...
 - Zero FBA Ship ...
 - Buyer
 - Carrier
 - City
 - Country
 - CustomerName
 - FulfillmentChannel...
 - FulfillmentChannel...
 - FulfillmentDataSta...
 - FulfillmentLocation...
 - FulfillmentLocation...
 - FulfillmentOrderN...
 - FulfillmentSKU
 - FulfillmentStatus
 - LinkedFulfillment...

HIDDEN DATA ITEMS

Dimensions

Measures

Top Items by Profit Dashboard

Date filter (default is last 30 days)

grid allows a selection to refine other data

this button will clear any date selection

These two pie graphs are dependant on the date range selection you've made

Top Items by Profit

This grid will show you up to the top 25 items based on profit and dependant on your selection on the date grid

Sku	Title	Quantity Sold	TotalSales (\$sum)	TotalSales (\$sum)	ProfitLoss (\$sum)	P/(L) Bar
CAR-5110301	Carlisle Turf Saver - 15x6.00-10x5.00	5	\$173		\$48.65	
FIR-542903	Firestone TUBES LAWN GARDEN BIAS IMP - 24X11.9/25X12.9-7/2	9	\$32.29		\$32.29	
FIR-543004	Firestone TUBES ATV BIAS IMP - 24X11.9/25X12.9-7/2	10	\$27.50		\$27.50	
FIR-557049	Firestone TUBES ATv RADIAL IMP - 25X12R12/26X12	11	\$24.82		\$24.82	
FIR-551929	Firestone Tubes Pass Rad Imp - FR13/14	12	\$21.10		\$21.10	
FIR-551929	Firestone Tubes Pass Rad Imp - FR13/14	13	\$20.88		\$20.88	
FIR-533211	Firestone TUBES INDUSTRIAL TRAILER BIAS IMP - 4-	14	\$19.70		\$19.70	
FIR-551937	Firestone Tubes Pass Rad Imp - ER12/13	15	\$19.15		\$19.15	
BKT-94027637	BKT LG306 - 18X8.5-10	16	\$18.50		\$18.50	
FIR-542911	Firestone TUBES LAWN GARDEN BIAS IMP - 16X6.50-8/16X7.50-8	17	\$17.70		\$17.70	
FIR-542767	Firestone TUBES INDUSTRIAL TRAILER BIAS IMP - 2.80/2.50-4	18	\$17.20		\$17.20	
FIR-532789	Firestone TUBES FT IMP BIAS IMP - 5.00-15/4.00-15	19	\$16.80		\$16.80	
FIR-542938	Firestone TUBES LAWN GARDEN BIAS IMP - 18X8.50-8/18X9.50-8	20	\$16.40		\$16.40	
FIR-552100	Firestone TUBES LIGHT TRUCK RADIAL IMP - 8.00R16.8/7.5R16 SLT	21	\$16.00		\$16.00	
MSCU-17412	TR412 1.00 SNAP IN VALVE STEM *	22	\$15.60		\$15.60	
		23	\$15.20		\$15.20	
		24	\$14.80		\$14.80	
		25	\$14.40		\$14.40	
		26	\$14.00		\$14.00	
		27	\$13.60		\$13.60	
		28	\$13.20		\$13.20	
		29	\$12.80		\$12.80	
		30	\$12.40		\$12.40	
		31	\$12.00		\$12.00	
		32	\$11.60		\$11.60	
		33	\$11.20		\$11.20	
		34	\$10.80		\$10.80	
		35	\$10.40		\$10.40	
		36	\$10.00		\$10.00	
		37	\$9.60		\$9.60	
		38	\$9.20		\$9.20	
		39	\$8.80		\$8.80	
		40	\$8.40		\$8.40	
		41	\$8.00		\$8.00	
		42	\$7.60		\$7.60	
		43	\$7.20		\$7.20	
		44	\$6.80		\$6.80	
		45	\$6.40		\$6.40	
		46	\$6.00		\$6.00	
		47	\$5.60		\$5.60	
		48	\$5.20		\$5.20	
		49	\$4.80		\$4.80	
		50	\$4.40		\$4.40	
		51	\$4.00		\$4.00	
		52	\$3.60		\$3.60	
		53	\$3.20		\$3.20	
		54	\$2.80		\$2.80	
		55	\$2.40		\$2.40	
		56	\$2.00		\$2.00	
		57	\$1.60		\$1.60	
		58	\$1.20		\$1.20	
		59	\$0.80		\$0.80	
		60	\$0.40		\$0.40	
		61	\$0.00		\$0.00	

Sales Channel – Shipping Destination Heatmap

Sales Channel

Amazon

Sales Grid

Sale...	Title	Shippi...	Qua...	Total...	Profit...
DVC...	ACCESS TOOL/HIGH TECH TOOLS RCBMHD HEAVY DUTY BUTTON MASTER	\$458	54	\$2.2K	\$265
FRT...	CANDO INTERNATIONAL HDMOBILE VCI & APPLICATION FOR HEAVY DUTY ...	\$45	5	\$2.2K	\$344
DRT...	NEXIQ TECH 493148 6 & 9 PIN Y CONN	\$0	9	\$2.11K	\$207
BBK...	CHILTON 26664	\$525	67	\$1.86K	\$20.1
DRT...	NEXIQ TECH 493033 DEUSH3 3 PIN CABLE FOE USB LINK 2	\$0	9	\$1.77K	\$308
GKL...	ATEQ TS56-1002 VT56 OBDII TPMS TOOL	\$18	2	\$1.7K	\$238
BCV...	ACDELCO A3231C	\$326	43	\$1.34K	\$200
DR...	PRECISION INSTRUMENTS M1R200HX 1/4_DR., 30-200LB.IN., MICROMETER...	\$62.9	8	\$1.22K	\$54
BCP...	TIMKEN RCJ1-15/16	\$59.7	22	\$1.1K	\$196
BBZ...	LUK 04-262	\$18.8	2	\$982	\$123
GDR...	BLACKJACK TIRE REPAIR RE-460 BX/60 4" LG REFILLS	\$200	29	\$945	\$240
DRR...	MICRODEFLX ME300L GLV DTAMGR LRG NAT	\$108	33	\$938	\$379

Sum ... Sum ... Sum ... Sum ...

Dashboard Usage

This Heat map report allows you to see how specific sku's are selling across the country. At the top of the report there is a dropdown menu where you can select whether you want to look at all sales channels or look at a specific one. When looking at the grid on the left side of the dashboard you can see sku's sorted by highest total sales. When you click on a sku in the grid on the left it will update the map in the lower left as well as the grid in the lower right. You'll be able to see how well the item is selling overall as well as where the item sells the most. The grid in the lower right illustrates how many units of the selected item you have sold by state. You can then click on the state and it will drill down to specific zip code breakdown.

Action Steps

1. You can use this report to determine which items are selling well and which ones are not. You can use the geographical data to help decide where you should target your advertising campaigns. ex. If your top item is selling best in Florida you can then target your google and social media ad campaigns to that area of the country. Conversely if you're spending money on ads in states and not seeing a ROI you can make the appropriate decisions moving forward.

Sales Pivot - Quantity (Sum)

6.4
5.8
5.2
4.6
4
3.4
2.8

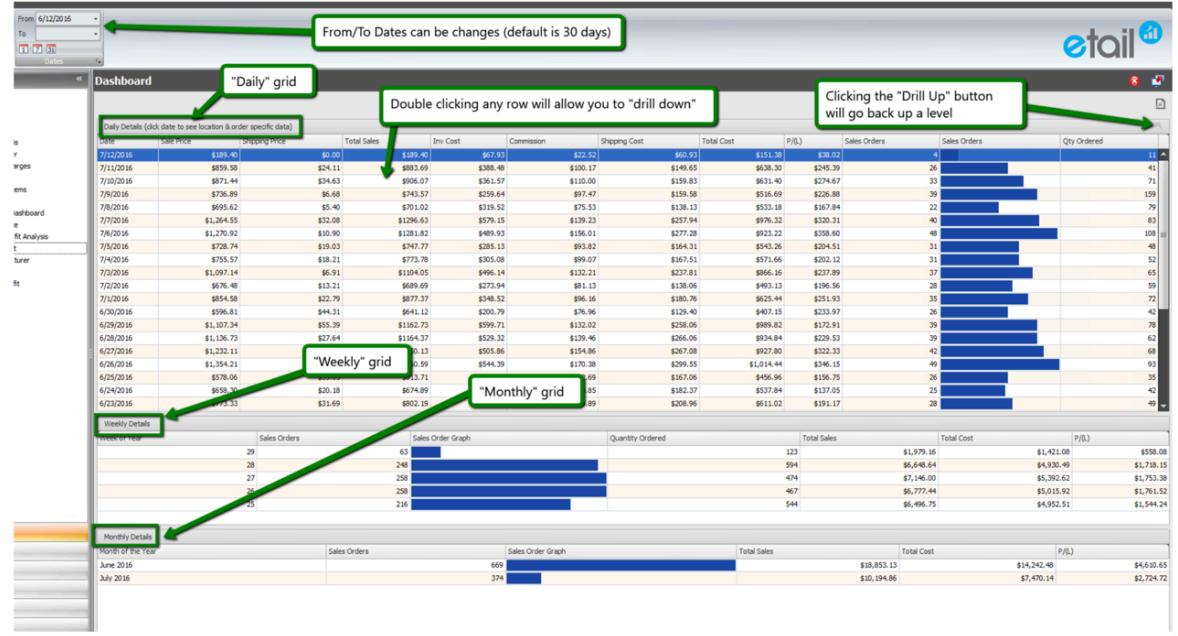
Unit Sales By State

Unit Sales By State	Quantity (Sum)
AL	1
AR	2
AZ	1
CA	7
CO	2
FL	2
GA	4
IA	1

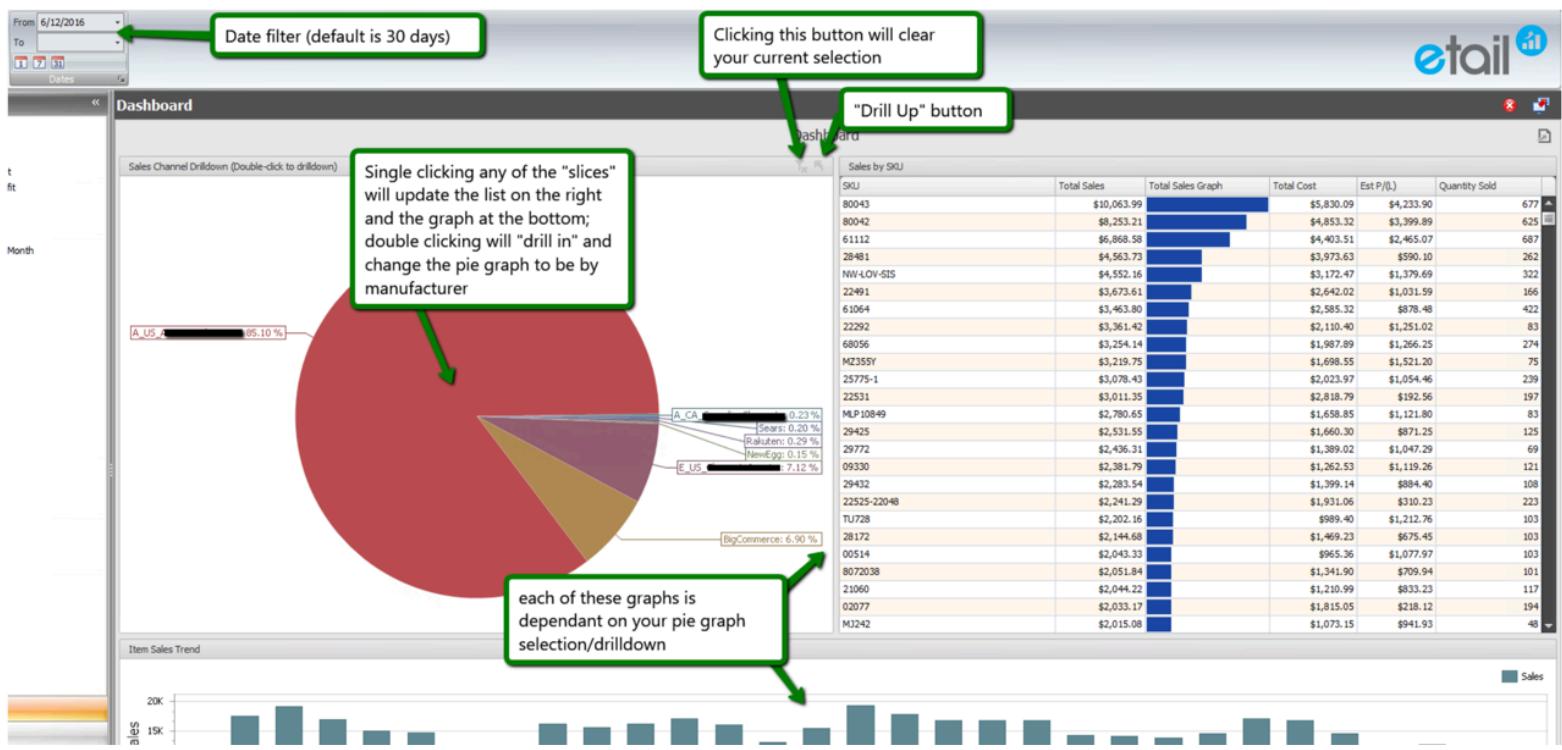
Daily Sales Report Dashboard

The drill-down details are:

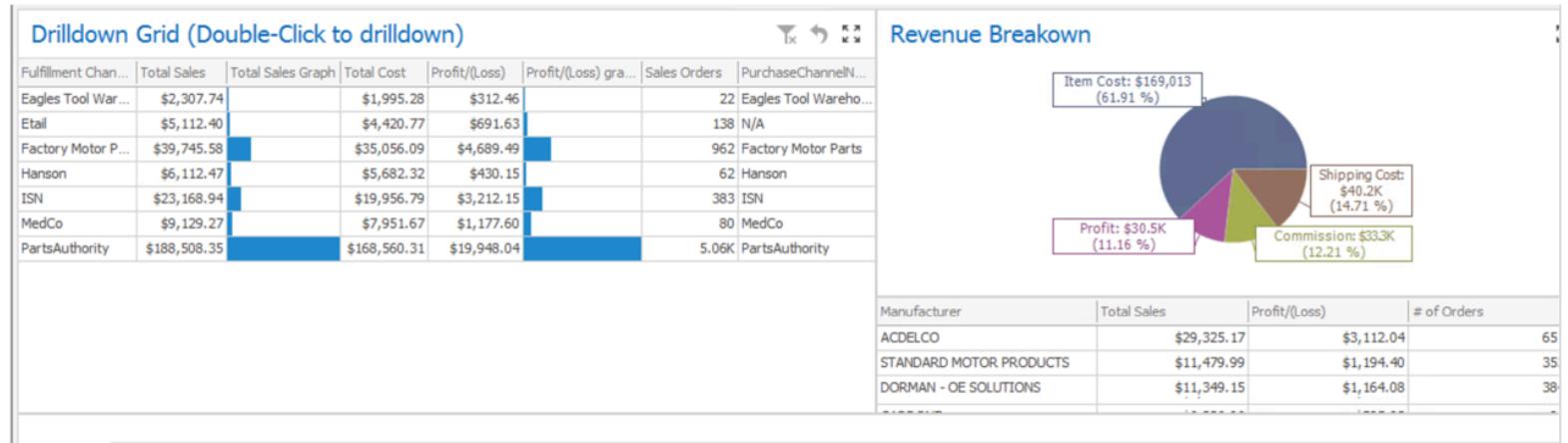
- Level 1 = details by day
- Level 2 = details by channel
- Level 3 = details by inventory location
- Level 4 = details by settlement status
- Level 5 = details by sales order number



Sales by Channel Dashboard



Supplier Drill-Down Dashboard



AD05 Reports

Reports provide the ability to organize data into forms, labels, or tabular reports. Reports can use the data warehouse table, data sources, or operational data as their source of data. Certain reports have access to data wrappers that programmatically pass a report, a structured data set, i.e., Sales Order details for a packing list, Inbound Shipment Details for shipment documentation, etc.

Reports



SO-200214767-A

CUSTOMER		SHIP TO	
Michael Vile		Michael Vile	529 OAK AVE
+1 929-	929-436-4790	United States	+1 929-436-4790 ext. 129
SO Date	9/6/2020 8:13:59 PM	Shipping Method	Standard
Warehouse	GLT - CrossDock	Amazon_US Order#	113-9001374-
Item Name	Item Description	Qty	Uom
ROT 12923	Rotary Harness for Electric PTO Clutch	1	EACH

The reporting utility supports creating structure documents or reports using either data wrappers, data sources, or SQL.

A library of standard reports are provided but can be extended as needed by either Etail or customer user with appropriate business analysis skills.

As other capabilities in EVP provide more flexible or efficient access to data, the primary use of reports is providing end-user configurable packing slips or labels

The Report Designer application allows users to create and edit reports. The interface includes:

- Toolbar:** Includes buttons for Report Designer, Print Preview, HTML View, Save, Cut, Copy, Paste, Undo, Redo, Font, Alignment, Layout, Zoom Out, Zoom In, Windows, and Scripts.
- Toolbox:** Provides tools for Pointer, Label, Check Box, Rich Text, Picture Box, Panel, Table, Character Comb, Line, Shape, and Bar Code.
- Report Explorer:** Shows the structure of the XtraReport, including bands like topMarginBand1, detailBand1, detailReport, and bottomMarginBand1, along with Styles and Components.
- Properties:** Shows settings for the XtraReport, including Background and Border Color.
- Report Preview:** Displays the final output of the packing list template, which includes sections for CUSTOMER and SHIP TO, and various shipping and tracking details.

