**E-commerce Industry Reports: Daily, Weekly, Monthly, and Quarterly**

**1. Daily Reports**

**Daily Sales Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Order ID | Unique identifier for each order |
| Customer ID | Unique customer identifier |
| Product ID | Unique product identifier |
| Quantity | Number of units sold |
| Price | Price per unit |
| Total Amount | Quantity \* Price |
| Payment Method | Credit Card, PayPal, COD, etc. |
| Order Status | Completed, Pending, Cancelled |

**KPIs & Metrics:**

* **Total Sales:** SUM(Total Amount)
* **Total Orders:** COUNT(Order ID)
* **Average Order Value:** SUM(Total Amount) / COUNT(Order ID)
* **Order Completion Rate:** (COUNT(Completed Orders) / COUNT(Total Orders)) \* 100

**Sample Data:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Order ID | Customer ID | Product ID | Quantity | Price | Total Amount | Payment Method | Order Status |
| ORD001 | CUST001 | PROD001 | 2 | 50 | 100 | Credit Card | Completed |
| ORD002 | CUST002 | PROD002 | 1 | 30 | 30 | PayPal | Pending |
| ORD003 | CUST003 | PROD001 | 3 | 50 | 150 | COD | Completed |

**Sample Report:**

* Total Sales: $280
* Total Orders: 3
* Average Order Value: $93.33
* Order Completion Rate: 66.67%

**Daily Customer Support Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Ticket ID | Unique support ticket identifier |
| Customer ID | Unique customer identifier |
| Issue Type | Order Issue, Payment Issue, General Inquiry, etc. |
| Resolution Time | Time taken to resolve the issue |
| Status | Resolved, Pending, Escalated |

**KPIs & Metrics:**

* **Total Tickets:** COUNT(Ticket ID)
* **Resolved Tickets:** COUNT(Resolved Tickets)
* **Average Resolution Time:** AVG(Resolution Time)

**Sample Data:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ticket ID | Customer ID | Issue Type | Resolution Time (hrs) | Status |
| T001 | CUST001 | Order Issue | 2 | Resolved |
| T002 | CUST002 | Payment Issue | 5 | Pending |
| T003 | CUST003 | General Inquiry | 1 | Resolved |

**Sample Report:**

* Total Tickets: 3
* Resolved Tickets: 2
* Average Resolution Time: 2.67 hours

**2. Weekly Reports**

**Weekly Inventory Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Product ID | Unique product identifier |
| Product Name | Name of the product |
| Stock Level | Number of units available |
| Reorder Level | Threshold for restocking |
| Supplier ID | Unique identifier for the supplier |

**KPIs & Metrics:**

* **Stock Turnover Rate:** Total Sales / Average Inventory
* **Out-of-Stock Rate:** (Out of Stock Products / Total Products) \* 100

**Sample Data:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product ID | Product Name | Stock Level | Reorder Level | Supplier ID |
| PROD001 | Laptop | 10 | 5 | SUP001 |
| PROD002 | Mouse | 2 | 5 | SUP002 |
| PROD003 | Keyboard | 15 | 10 | SUP003 |

**Sample Report:**

* Stock Turnover Rate: 1.2
* Out-of-Stock Rate: 33.3%

**Weekly Customer Engagement Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Customer ID | Unique identifier for each customer |
| Total Sessions | Number of website visits in the week |
| Pages Viewed | Number of pages viewed by the customer |
| Average Session Duration | Time spent per session (minutes) |
| Bounce Rate | Percentage of users who leave after one page |

**KPIs & Metrics:**

* **Average Session Duration:** SUM(Total Session Duration) / COUNT(Total Sessions)
* **Bounce Rate:** (Users with Single Page View / Total Users) \* 100

**Sample Data:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Customer ID | Total Sessions | Pages Viewed | Average Session Duration | Bounce Rate |
| CUST001 | 5 | 12 | 3.5 | 40% |
| CUST002 | 3 | 8 | 2.2 | 50% |
| CUST003 | 7 | 15 | 4.1 | 30% |

**Sample Report:**

* Average Session Duration: 3.27 minutes
* Bounce Rate: 40%

**3. Monthly Reports**

**Monthly Customer Satisfaction Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Month | Month of the report |
| Total Surveys | Number of customer feedback surveys sent |
| Response Rate | (Responses Received / Total Surveys) \* 100 |
| Average Rating | Average rating out of 5 |
| Top Complaints | Most frequent customer concerns |

**KPIs & Metrics:**

* **Customer Satisfaction Score (CSAT):** (Positive Responses / Total Responses) \* 100
* **Net Promoter Score (NPS):** (% Promoters - % Detractors) \* 100

**Sample Data:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Month | Total Surveys | Response Rate | Average Rating | Top Complaints |
| January | 1,500 | 65% | 4.2 | Late Delivery |
| February | 1,200 | 60% | 4.1 | Product Quality |

**Sample Report:**

* Customer Satisfaction Score: 84%
* Net Promoter Score: 65%

**4. Quarterly Reports**

**Quarterly Product Performance Report**

|  |  |
| --- | --- |
| Column Name | Description |
| Quarter | Quarter of the report |
| Product ID | Unique identifier for each product |
| Total Sales | Revenue generated from the product |
| Units Sold | Number of units sold |
| Return Rate | (Returned Units / Units Sold) \* 100 |
| Customer Rating | Average product rating (out of 5) |

**Sample Data:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Quarter | Product ID | Total Sales | Units Sold | Returned Units | Return Rate | Customer Rating |
| Q1 | PROD001 | $50,000 | 1,000 | 30 | 3% | 4.5 |
| Q1 | PROD002 | $75,000 | 1,500 | 60 | 4% | 4.4 |
| Q1 | PROD003 | $30,000 | 700 | 20 | 2.8% | 4.6 |

**Sample Report:**

* Top-Selling Product: PROD002
* Return Rate: 3.75%
* Average Customer Rating: 4.4