

SOP: Creating a Sales and Traffic Report by Date

1. In order to create a Sales and Traffic Report, select “Business Reports” from the Drop-Down Menu of the “Reports” Tab on the Top Menu of Seller Central.
2. On the next page, click on the “Sales and Traffic” link in the left side menu under the Sub-Heading “By Date”.
3. Click the small grey button alongside the left side of the page that says “Columns” in order to open up the Columns Fields available.
4. Here you can select or deselect which columns and information you would like included in your report.
5. You can also remove the Graph from the viewing page by clicking the “Graph” icon in the top right side of the graph itself.
6. You can add it back by again clicking the “Graph” icon in the top right side of the table.
7. You can select the View by Day, Week or Month by clicking the relevant buttons below the graph or above the table.
8. You can customize the dates by dragging the scroll bar back and forth from the left side of the page beneath the graph or above the table.
9. You can also customize the dates by clicking the calendar icons for the “From” date and “To” date respectively beneath the graph and above the table to the right side of the page and selecting your date range or period.
10. You can zoom into a section of the graph by clicking the 7D (7 days), 1M (1 month), 3M (3 months), 6M (6 months), 1Y (1 year) or 2Y (2 years) button beneath the graph towards the left side of the page.
11. You can opt to view the report as a table by SKU instead of by date by selecting the “SKU Performance” option from the “Pivot” Drop-Down Menu provided to the right side of the page above the table. This will remove the graph and give you a report by SKU.
12. You can go back to the standard date-dependent report by then clicking the “Return to Date Report” button that will appear after you have selected the “SKU Performance” report option.
13. Once you are happy with the edits you have made to your report, click the “CSV” option from the Drop-Down Menu of the “Download” button to the right of the page above the table to download your report.

See Also:

- ▶ [SOP: Creating a Sales Dashboard Report](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic Report by Date](#)
- ▶ [SOP: Creating a Seller Performance Report by Date](#)
- ▶ [SOP: Creating a Detail Page Sales and Traffic Report by ASIN](#)

- [**SOP: Creating a Detail Page Sales and Traffic by Parent ASIN Report**](#)
- [**SOP: Creating a Detail Page Sales and Traffic by Child ASIN Report**](#)
- [**SOP: Creating a Brand Performance Report**](#)
- [**SOP: Creating a Sales and Orders by Month Report**](#)