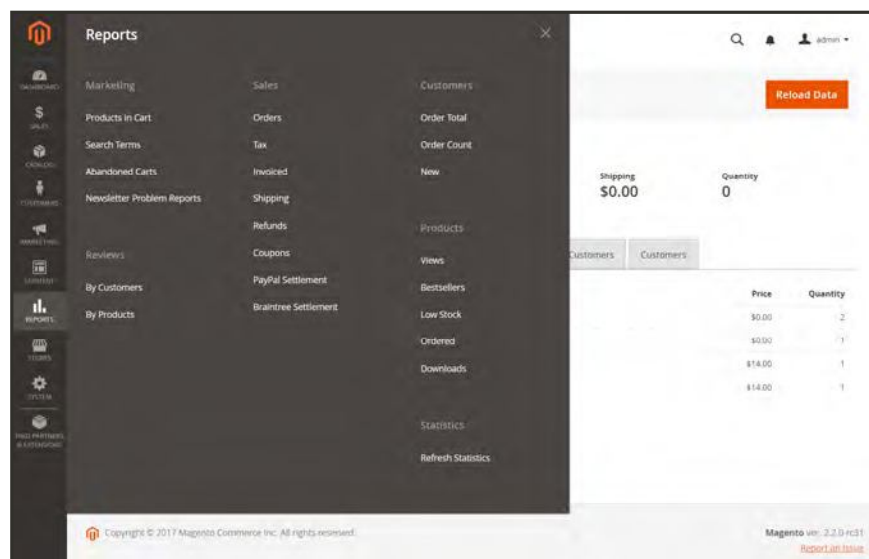




## CHAPTER 64:

# Reports Menu

Magento Commerce provides a wide selection of reports to keep you informed on your marketing efforts, sales products, and customer activity. The Reports menu provides easy access to current information about your sales, products, customers, and promotions.



*Reports Menu*

## To display the Reports menu:

On the Admin sidebar, tap **Reports**.

## Menu Options

### Marketing

---

A selection of marketing reports, including Products in Cart, Search Terms, Abandoned Carts, and Newsletter Problem Reports.

### Reviews

---

The selection of product review reports includes By Customer and By Product.

### Sales

---

The selection of sales reports includes Orders, Tax, Invoiced, Shipping, Refunds, Coupons, and settlement reports for PayPal and Braintree.

### Customers

---

The selection of customer reports includes Order Total, Order Account, and New.

### Products

---

The selection of product reports includes Views, Bestsellers, Low Stock, Ordered, and Downloads.

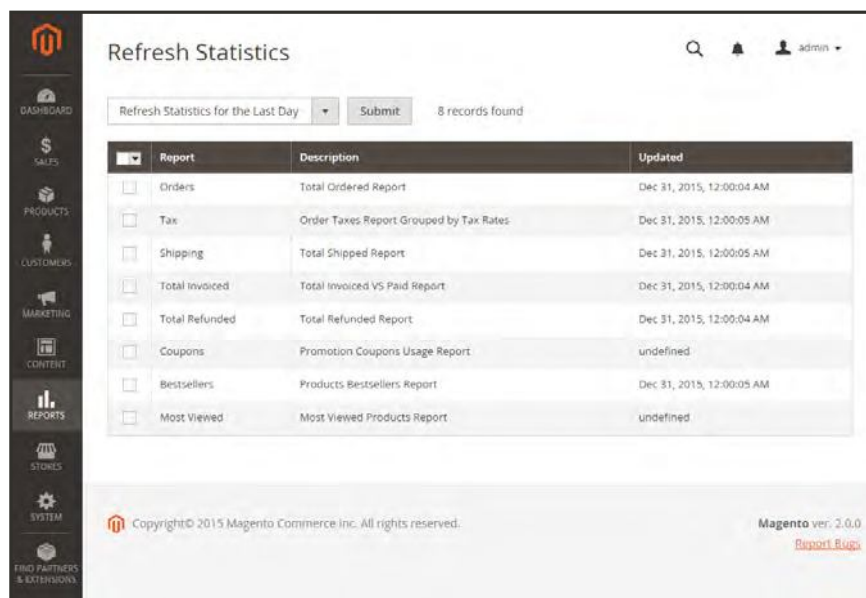
### Statistics

---

Statistics is a tool that reduces the performance impact of generating reports by calculating and storing statistical data. Rather than recalculate the statistics every time a report is generated, the stored statistics are used until you refresh the statistics.

## Refresh Statistics

To reduce the performance impact of generating sales reports, Magento calculates and stores the required statistics for each report. Rather than recalculate the statistics every time a report is generated, the stored statistics are used, unless you refresh the statistics. To include the most recent data, the report statistics must be refreshed before a sales report is generated.



*Refresh Statistics*

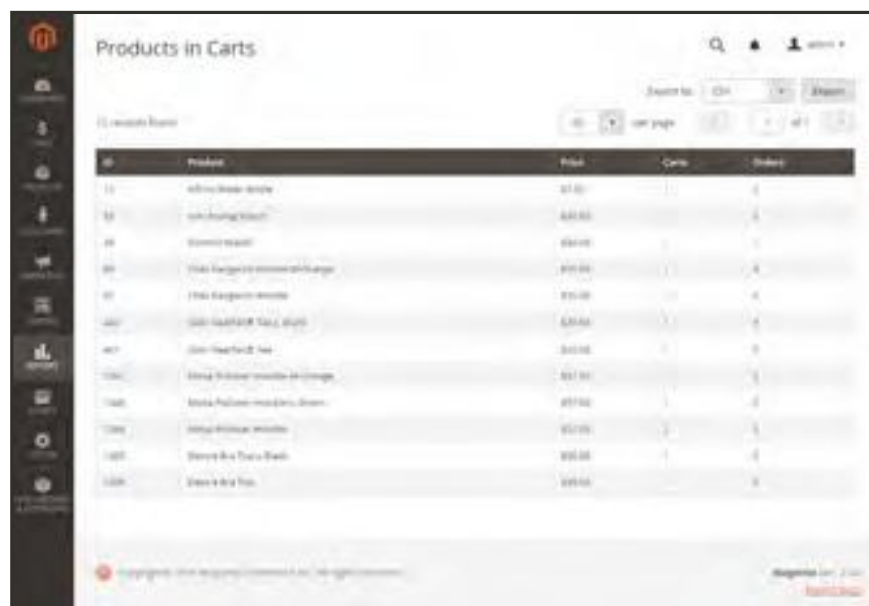
### To refresh report statistics:

1. On the Admin sidebar, tap **Reports**. Then under Statistics, choose **Refresh Statistics**.
2. In the list, mark the checkbox of each report to be refreshed.
3. Set the **Actions** control to one of the following:
  - Refresh Lifetime Statistics
  - Refresh Statistics for the Last Day
4. When complete, tap **Submit**.

CHAPTER 65:

## Marketing Reports

Marketing reports provide information about the status of shopping carts, the use of search terms, and newsletter transmissions.



ID	Product	Price	Qty	Orders
11	Adidas Super Star	\$7.00	1	1
12	Adidas Super Star	\$7.00	1	1
13	Adidas Super Star	\$7.00	1	1
14	Adidas Super Star	\$7.00	1	1
15	Adidas Super Star	\$7.00	1	1
16	Adidas Super Star	\$7.00	1	1
17	Adidas Super Star	\$7.00	1	1
18	Adidas Super Star	\$7.00	1	1
19	Adidas Super Star	\$7.00	1	1
20	Adidas Super Star	\$7.00	1	1
21	Adidas Super Star	\$7.00	1	1
22	Adidas Super Star	\$7.00	1	1
23	Adidas Super Star	\$7.00	1	1
24	Adidas Super Star	\$7.00	1	1
25	Adidas Super Star	\$7.00	1	1
26	Adidas Super Star	\$7.00	1	1
27	Adidas Super Star	\$7.00	1	1
28	Adidas Super Star	\$7.00	1	1
29	Adidas Super Star	\$7.00	1	1
30	Adidas Super Star	\$7.00	1	1

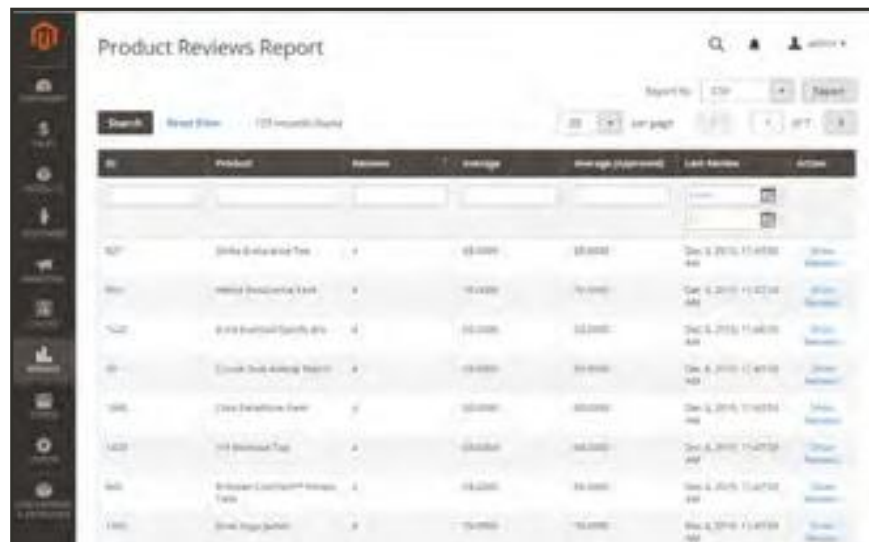
*Products in Cart Report*

## CHAPTER 66:

# Review Reports

The Review Reports provide information about product reviews by customer and by product.

- By Customers
- By Products



ID	Product	Reviews	Average	Average (Approved)	Last Review	Action
1027	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1028	Magento Product Catalog	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1029	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1030	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1031	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1032	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1033	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1034	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>
1035	Google Analytics Tool	4	4.0000	4.0000	Dec 1, 2015 11:47:00 AM	<a href="#">View Reviews</a>

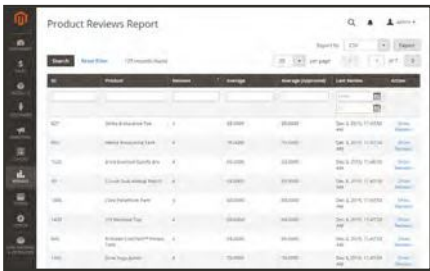
*Review Report by Product*

# Reports



## By Customers

The Customer Reviews Report lists all customer who have submitted product reviews. The report includes the number of reviews submitted by each customer, and a link to the list of reviews.



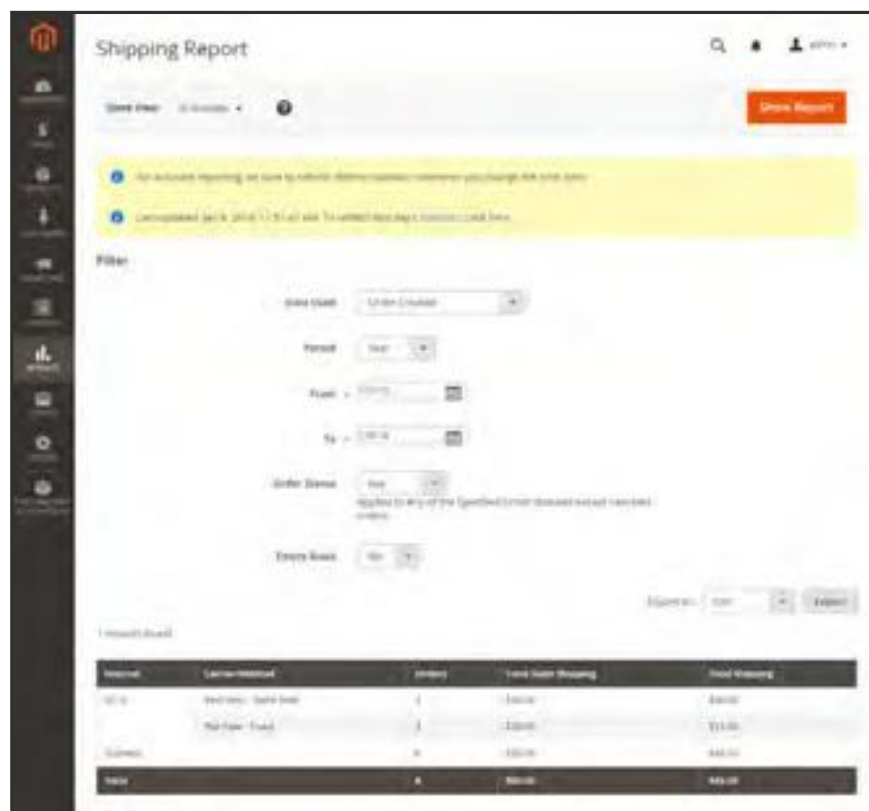
## By Products

The Product Reviews Report lists all products that have been reviewed by customers. The report includes the number of reviews and average rating, the product was last reviewed, and a link to the list of reviews for each product.

## CHAPTER 67:

# Sales Reports

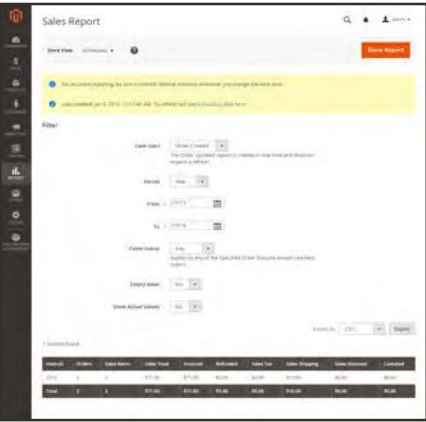
The selection of sales reports includes Orders, Tax, Invoiced, Shipping, Refunds, Coupons, and PayPal Settlement.



Report on	Sales Channel	Orders	Total Sales Shipping	Total Shipping
Net	Web Store - Sales Order	1	\$10.00	\$10.00
	Web Store - Total	1	\$10.00	\$10.00
Gross		0	\$0.00	\$0.00
<b>Total</b>		<b>1</b>	<b>\$10.00</b>	<b>\$10.00</b>

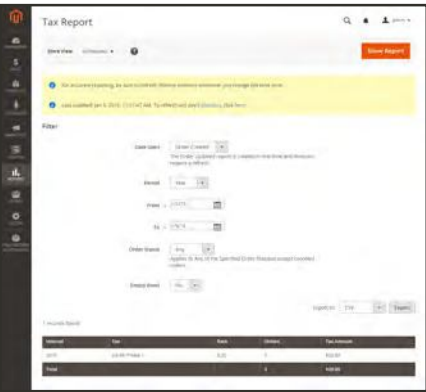
*Shipping Report*

# Reports



## Orders

The Orders Report can be filtered by time interval, date and status. The report includes the number of orders placed and canceled, with totals for sales, amounts invoiced, refunded, tax collected, shipping charged, and discounts.



## Tax

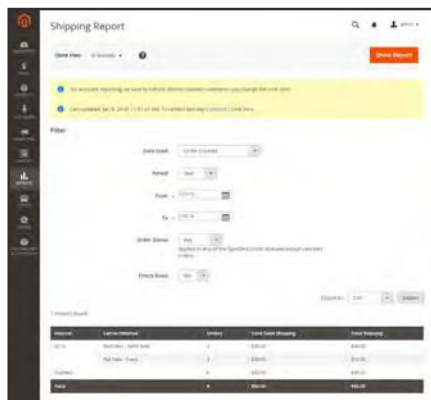
The Tax Report can be filtered by time interval, date, and status. The report includes the tax rule applied, tax rate, number of orders, and amount of tax charged.



## Invoiced

The Invoice Report can be filtered by time interval, date, and status. The report includes the number of orders and invoices during the time period, with amounts invoiced, paid, and unpaid.





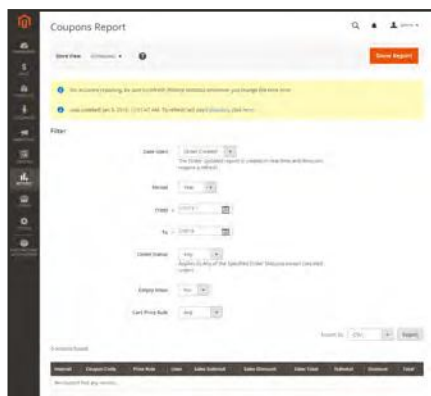
## Shipping

The Shipping Report can be filtered by time interval, date, and status. The report includes the number of orders for carrier or shipping method used, with amounts for total sales shipping and total shipping.



## Refunds

The Refunds Report can be filtered by time interval, date, and status. The report includes the number of refunded orders, and total amount refunded online and offline.



## Coupons

The Coupons Report can be filtered by time interval, date, and status. The report includes each coupon code used during the specified time interval, related price rule, and number of times used with totals and subtotals for sales and discounts.



## PayPal Settlement

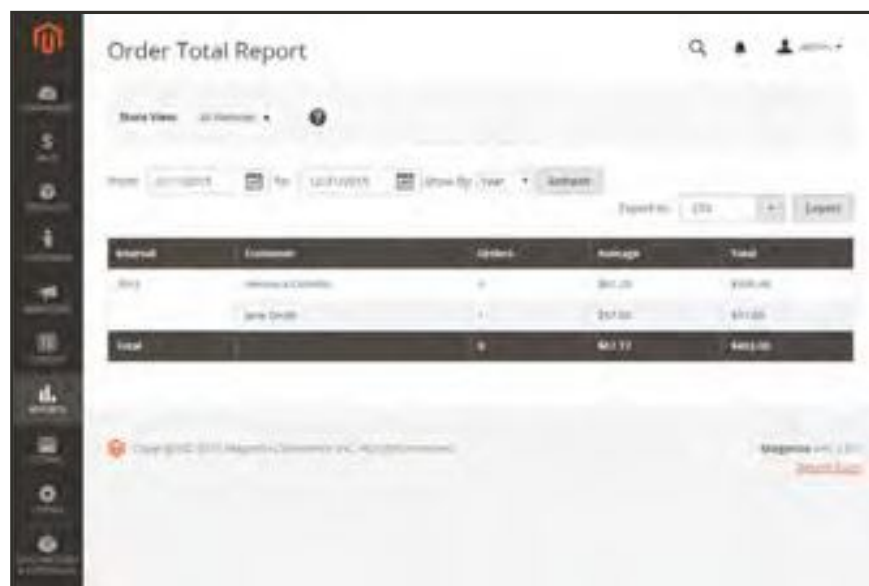
The PayPal Settlement Report can be filtered by date, merchant account, transaction ID, invoice ID, or PayPal reference ID. The report includes the type of event, such as a debit card transaction, the start and finish dates, gross amount, and related fees. The report can be automatically updated with the most current data from PayPal.



## CHAPTER 68:

# Customer Reports

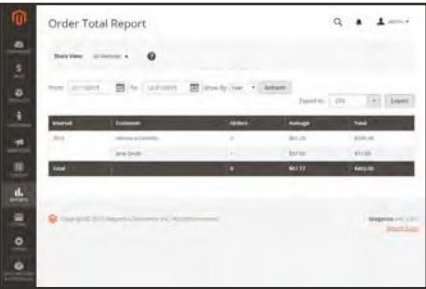
Customer reports provide insight into customer activity during a specified period of time or date range.

A screenshot of the Magento admin interface showing the 'Order Total Report'. The page has a dark sidebar on the left with various icons. The main content area has a title 'Order Total Report' and a search bar. Below the title, there are filters for 'Store View' (set to 'All Stores'), 'From' (set to '1/20/2015'), 'To' (set to '1/20/2015'), and 'Show By' (set to 'Year'). There is also a 'Report to' field set to 'USD' and a 'Report' button. A table displays the report data with columns: Interval, Extension, Orders, Average, and Total. The table has three rows: 'All', 'Sales Orders', and 'Total'. The 'Total' row shows 0 orders, an average of \$0.00, and a total of \$0.00.

Interval	Extension	Orders	Average	Total
All	Magento Commerce	0	\$0.00	\$0.00
	Sales Orders	1	\$0.00	\$0.00
Total		0	\$0.00	\$0.00

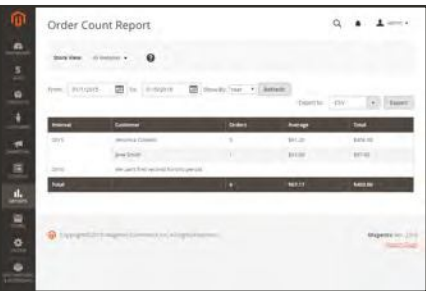
*Order Total Report*

# Reports



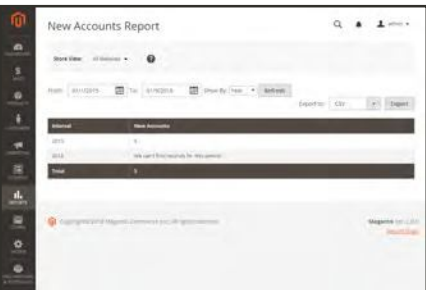
## Order Total

The Order Total Report shows customer orders for a specified time interval or date range. The report includes the number of orders per customer, average order amount, and total amount.



## Order Count

The Order Count Report shows the number of orders per customer for a specified time interval or date range. The report includes the number of orders per customer, average order amount, and total amount.



## New Accounts

The New Accounts Report shows the number of new customer accounts opened during a specified time interval or date range.



## CHAPTER 69:

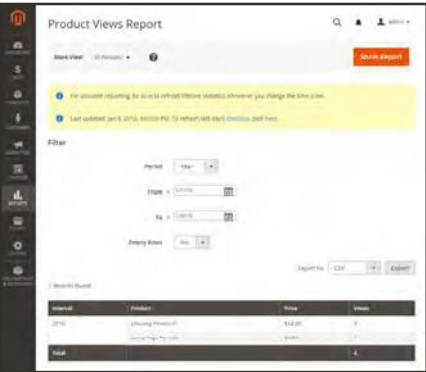
# Product Reports

The product reports give you insight regarding products viewed and ordered, bestsellers, stock levels, and downloads.

Interval	Product	Price	Views
2016	Shipping Process (1)	\$14.00	0
	Local Page Periodic	\$0.00	1
Total			1

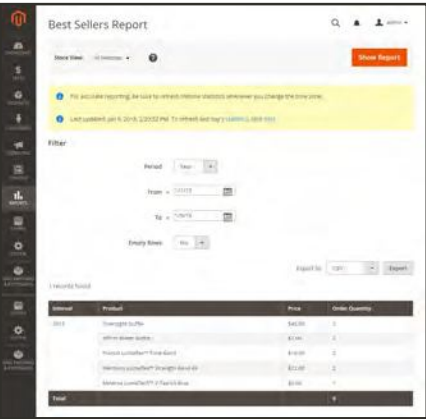
*Product Views Report*

# Reports



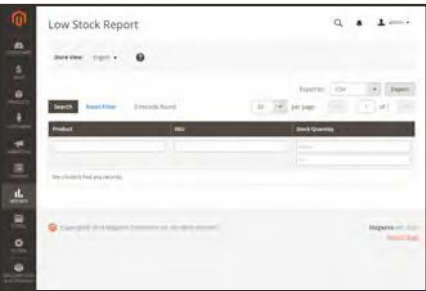
## Product Views

The Product Views Report shows the products that have been viewed during a time interval or range of dates. The report includes the product name, price, and number of views.



## Bestsellers

The Bestsellers Report shows the five top-selling five during an interval of time or date range. The report includes the product name, price, and quantity ordered.



## Low Stock

The Low Stock Report lists all products with stock levels within a specified range.

[illegible]

## Ordered Products

The Ordered Products Report lists all products ordered for a specified time interval or date range. The report includes the product name and quantity ordered.

The screenshot displays the 'Downloads Report' for the 'cassandra' repository on GitHub. The interface includes a sidebar with navigation icons, a top navigation bar with search and user profile icons, and a main content area. The main content area features a 'Downloads Report' title, a 'Share View' button, and a 'Download Report' link. Below this, there is a table with columns for 'Downloaded', 'Last', 'Size', 'Part Count', and 'Downloads'. The table lists various versions of the Cassandra project, with the 'cassandra-3.11.10' version showing a large number of downloads. The page also includes a sidebar with navigation links and a top navigation bar with search and user profile icons.

## Downloads

The Downloads Report lists all downloads during the specified time interval or date range. The report includes the product name, download link, and SKU, with the number of purchases and downloads.