


Tools for selling - Sales Reports

GUIDE.SUMMARY Remember: You can click the buttons on the left side of the page to jump to each of these sections! Summary Sales Reports allows sellers to analyze their eBay businesses Related links Help pages; CSKB content Talking points Basic FAQs about how these tools work Detailed information Lists of the metrics available through these tools, along with their definitions

GUIDE.TALKING_POINTS

Sales Reports questions What is Sales Reports?

- Its a service that gives sellers insight into their business practices; it shows them what is or isnt working in regards to selling formats, ending times, etc.
- How much does it cost?
- Sales Reports Plus is free.
- Where to see your Sales Reports.
- Sales Reports can be accessed under Account in My eBay.



<https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1139/salesreport1.png>

Seller HUB Users: You can also access your sales reports in Seller Hub Overview Seller tools Sales Reports Plus.

When are your Sales Reports available?

- When you begin a subscription, your first report will be available within 72 hours and may contain your sales data from the previous calendar month, depending on what day of the month you started your subscription.
- Reports are provided only for time periods in which you have maintained a subscription.
- If you end your subscription, your reports will no longer be available unless you re-subscribe within 45 days.
- You must view your report at least once every 90 days, or your subscription will automatically end. If this happens and you want to receive reports again, you can re-subscribe.
- Reports that you receive will remain available online for up to 24 months. If you want to keep reports permanently, you can print or download them.
- Weekly Reports arrive by the end of the following week.
- For example, your report for this week will be available on

Thursday of the next week.

- Monthly Reports arrive around the middle of the following month.
- For example, your report for November will be available in the middle of December.

Can you run Sales Reports for past selling?

Sales reports are only available from the time you subscribe; they can't go back further than that.

Once you have subscribed to Sales Reports, the reports will be accessible for 24 months. If you want to have them for longer you will need to download or print the reports.

The numbers in Sales Reports seem off (dont match other sales totals).

The sales total in the reports does not account for unpaid items, so items sold but not paid for are still included in the sales total.

Can Sales Reports be used for taxes?

Sales Reports are designed to help sellers keep track of their eBay, but the numbers arent meant to be used for tax purposes.

Because unpaid items arent removed from the sales totals, it's better to use a different option to get numbers for taxes.

GUIDE.DETAILED_INFORMATION

Sales Reports metrics and definitions	
Term	Definition
Average sale price per item	The average final price of your sold items.
Ended items	The number of items from your fixed price listings that ended, with or without a sale.
Ended listings	The number of your listings that ended, with or without a sale.
Period-to-period sales growth (week-to-week or month-to-month)	The percentage of sales increase or decrease compared to the previous time period.
Repeat buyers %	The percentage of buyers who bought more than one item from you.
Sales	The total amount of money you made from item sales.

sale prices of the items and doesn't include shipping or handling costs that you may have charged buyers.

Sold items	The number of your sold items from your fixed price listings. Each item from a multiple item listing is counted separately.	Sold items % (auction-style and fixed price format)	The percentage of your sold items from fixed price and auction-style listings.	Total buyers	The number of buyers you had. The same buyer (username) can be counted multiple times based on the number of separate purchases. For example, a buyer who purchased an item from you in the morning and then purchased an item from you in the afternoon is counted twice.	Unique buyers	The number of unique buyers you had. The same buyer (username) is counted only once, regardless of the number of separate purchases they made during the month. For example, a buyer who purchased an item from you in the morning and then purchased an item from you in the afternoon is counted just once.
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