

Walmart Sales Report Creation

08/29/2024 11:41 am CDT

Who is this for?: Individuals who are responsible for creating and analyzing Walmart sales reports.

Objective: To analyze and summarize the company's sales performance over a given period. The report would provide valuable insights into the company's revenue, profit, customer trends, and other key metrics that would help evaluate the effectiveness of the company's sales strategies and identify areas for improvement.

Data needed are:

Revenue (GMV)

Commission

GMV after Commission

Ad Spend

Ad Revenue

Ad ACOS

True ACOS

Sample of Report

	A	B	C	D	E	F	G	H	I
15	Walmart								
16	Date:	10/09-10/15	10/02-10/08	09/25-10/01	09/18-09/24	09/11-09/17	09/04-09/10	08/28-09/03	08/21-08/27
17	Revenue (GMV)	\$513.40	\$472.44	\$267.20	\$517.30	\$187.80	\$114.80	\$88.35	\$75.85
18	Commission	\$47.72	\$48.91	\$27.95	\$52.02	\$12.61	\$5.92	\$13.47	\$7.53
19	GMV after Commission	\$465.68	\$423.53	\$239.25	\$465.28	\$175.19	\$108.88	\$74.88	\$68.32
20	Ad Spend	\$166.91	\$170.32	\$76.17	\$71.68	\$69.64	\$27.67	\$0.00	\$0.00
21	Ad Revenue	\$196.35	\$395.05	\$118.00	\$251.80	\$216.85	\$65.90	\$0.00	\$0.00
22	Ad ACOS	85.01%	43.11%	64.55%	28.47%	32.11%	41.99%	NA	NA
23	True ACOS	32.51%	36.05%	28.51%	13.86%	37.08%	24.10%	NA	NA
24	Link to Walmart								
25	Notes								
26									

Instructions:

1. Log in to Walmart seller central account. Go to <https://seller.walmart.com/>



Welcome!

Email or User ID

Password

LOG IN

[Forgot your Password?](#)

2. Go to Performance under the Analytics tab on the left side navigation menu and click Item Sales.

Performance

ORDER & FULFILLMENT **ITEM SALES** TRUST & SAFETY RATINGS & REVIEWS

Refine by Custom Account All Departments All Brands

Oct 9, 2022 - Oct 15, 2022 X

<input type="checkbox"/>	Item Name	SKU	GMV	Units Sold	GMV - Commission
<input type="checkbox"/>	BALDR Waterproof Digital Shower Clock For Bathroom - L...	CL0006SI2	\$28.95	1	\$24.61
<input type="checkbox"/>	"BALDR Wireless Weather Station, Digital Thermometer & ...	WS0340BL1	\$0.00	0	\$0.00
<input type="checkbox"/>	BALDR Home Weather Station & Indoor Outdoor Thermo...	W50359BL1	\$45.95	1	\$40.44

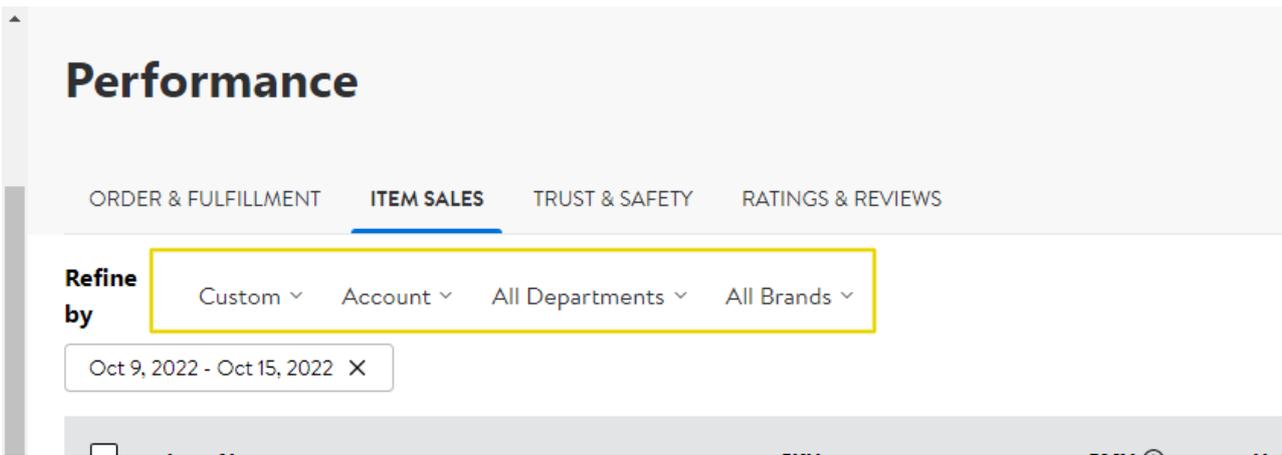
3. Results can be refined by choosing the preferred Date, Account, Departments, and Brands. We usually obtain sales reports every week. Refine by

Date: choose "Custom" and select the preferred week

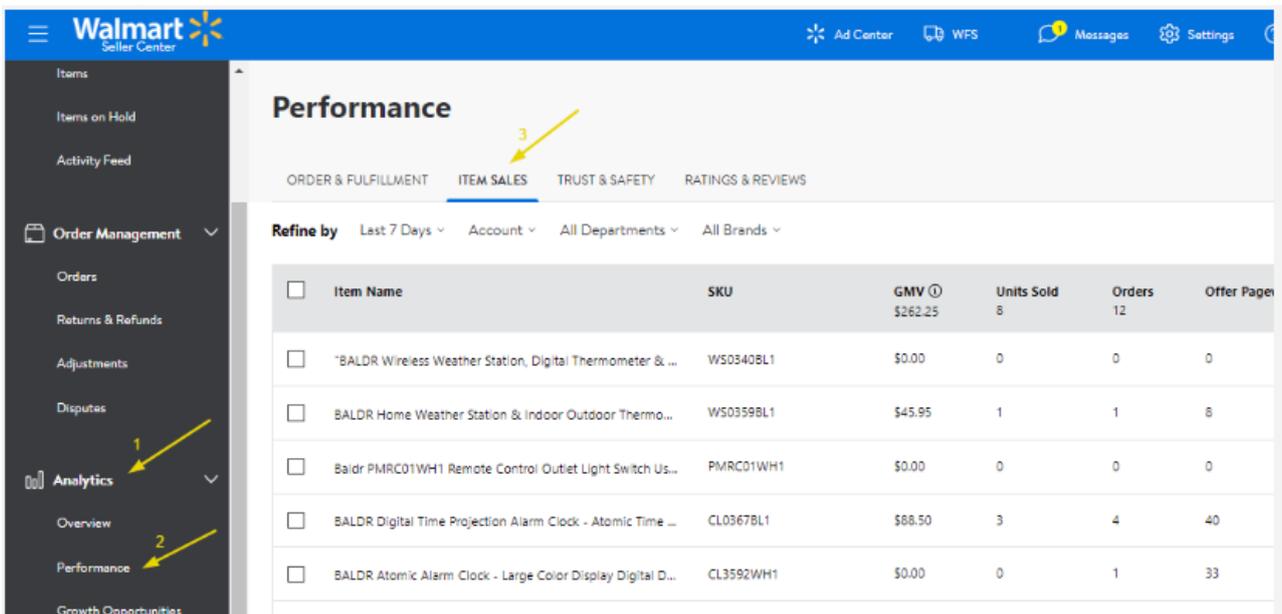
Account: Account

Departments: All Department

Brands: All Brands



4. Get the GMV or Gross Merchandise Value and GMV - Commision by copying the result after setting the Date, Account, Department, and Brands.



If GMV and GMV - Commision results are not showing, make sure to customize the settings and check the GMV and GMV - Commision from the table.

Customize Table



Columns

- Item Name
- SKU
- GMV
- Units Sold
- Orders
- Offer Pageviews

Drag column names to reorder

- ☰ GMV ×
- ☰ Units Sold ×
- ☰ GMV - Commission ×

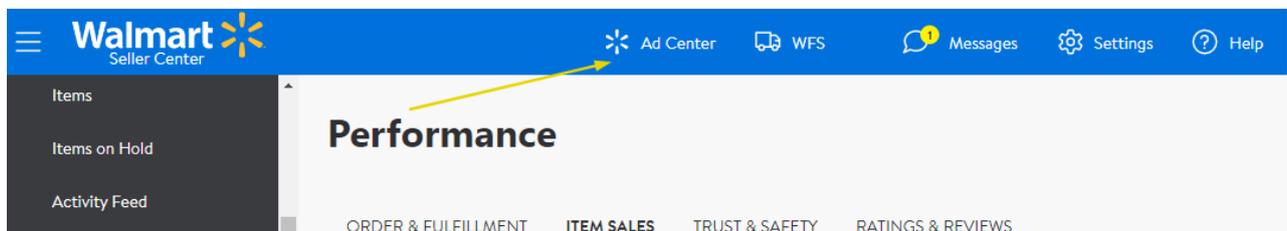
5. Once GMV and GMV - Commission are collected. Get the Commission by subtracting the GMV - Commission from the GMV value.

Revenue (GMV): \$513.40

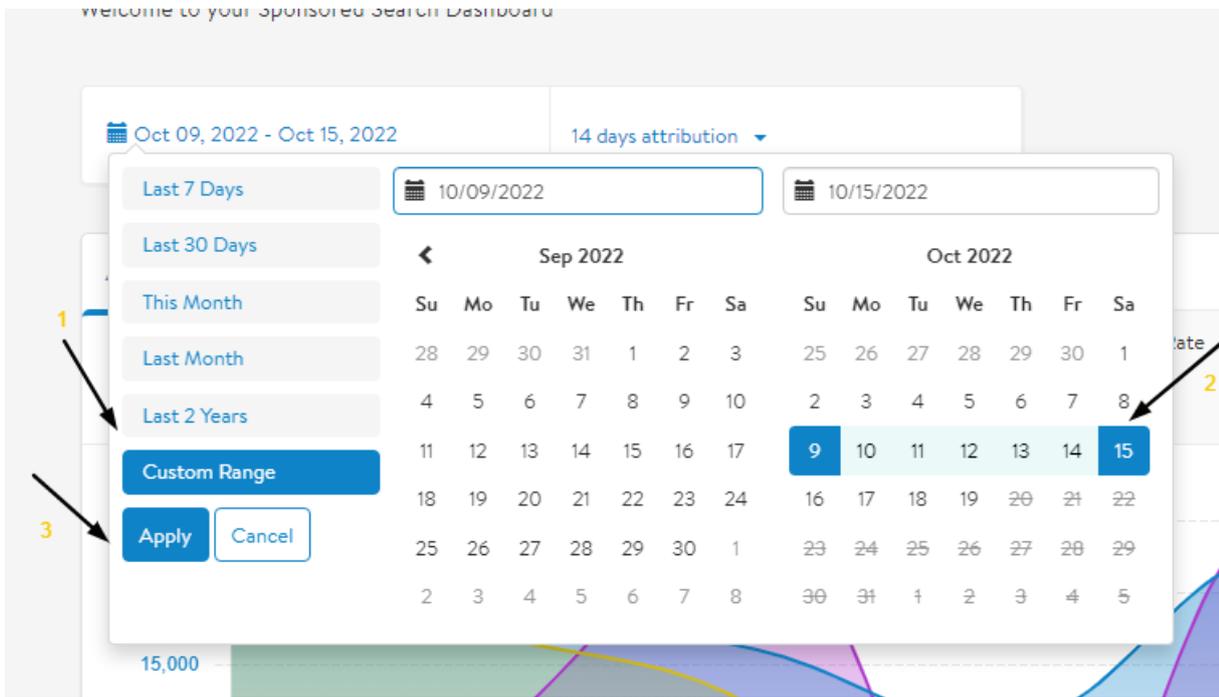
GMV after Commission: \$465.68

Commission: \$47.72

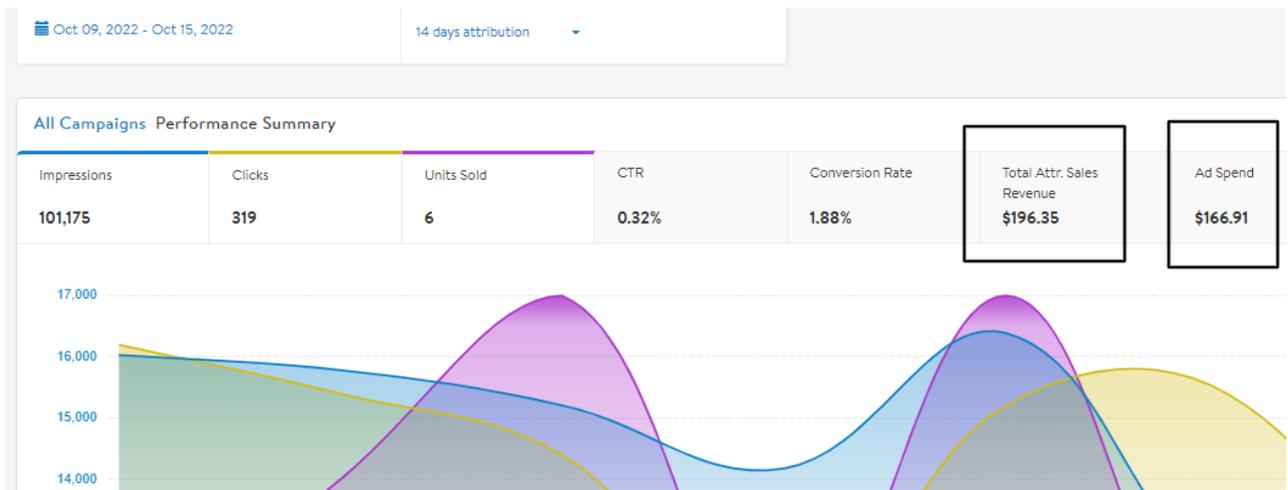
6. Next, get the Ad Spend and Ad Revenue. Go to Ad Center or visit <https://advertising.walmart.com/view/home>.



You will be redirected to Sponsored Search Dashboard. Again customize the date from the preferred week.



Get the Ad Spend and Ad Revenue by copying the result after setting the Date.



7. Once Ad Spend and Ad Revenue are collected. Get the Ad ACOS percentage using the Ad Spend / Ad Revenue * 100 formula.

Ad Spend: \$166.91

Ad Revenue: \$196.35

Ad ACOS: 85.01%

8. Last is to get the True ACOS percentage using the Ad Spend / GMV * 100 formula.

Ad Spend: \$166.91

Revenue (GMV): \$513.40

True ACOS: 32.51%

