

Profit & Loss Dashboard

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Overview

In this article, you will learn about Sellercloud's **Profit and Loss Dashboard**. This dashboard helps you summarize and analyze the company's profit and loss.

You can filter the dashboard with various options. The filter options control the data displayed on all sections of the dashboard.

You can see information about the following:

- Total sales and profit
- Profit and loss information per channel
- Minimum, maximum, and average daily profit
- Minimum, maximum, and average number of orders
- Minimum, maximum, and average profit per order
- Top five products by profit
- Top five products by profit margin

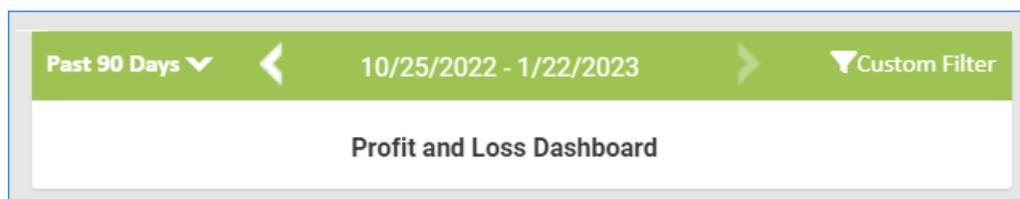
You can run this report automatically on a regular basis with [Scheduled Tasks](#).

For more information about Sellercloud's Financial Reporting Suite, see the [Reports FAQ](#).

Access the Dashboard

To access this dashboard, follow these steps:

1. Navigate to **Reports > Profit & Loss > Profit & Loss Dashboard**.
2. Use the options on top to select what the dashboard shows:
 - a. Click the **Date Menu** on the top left to select a preset date range.
 - b. Click the **Left/Right Arrows** to go back or forward the same number of days you selected. For example, if you choose **Past 7 days** on the left, clicking the left arrow will take you seven days back.
 - c. Use the **Custom Filter** to customize the dashboard further.



Custom Filter

You can filter the dashboard and get it to show precisely what you need by using the following options:

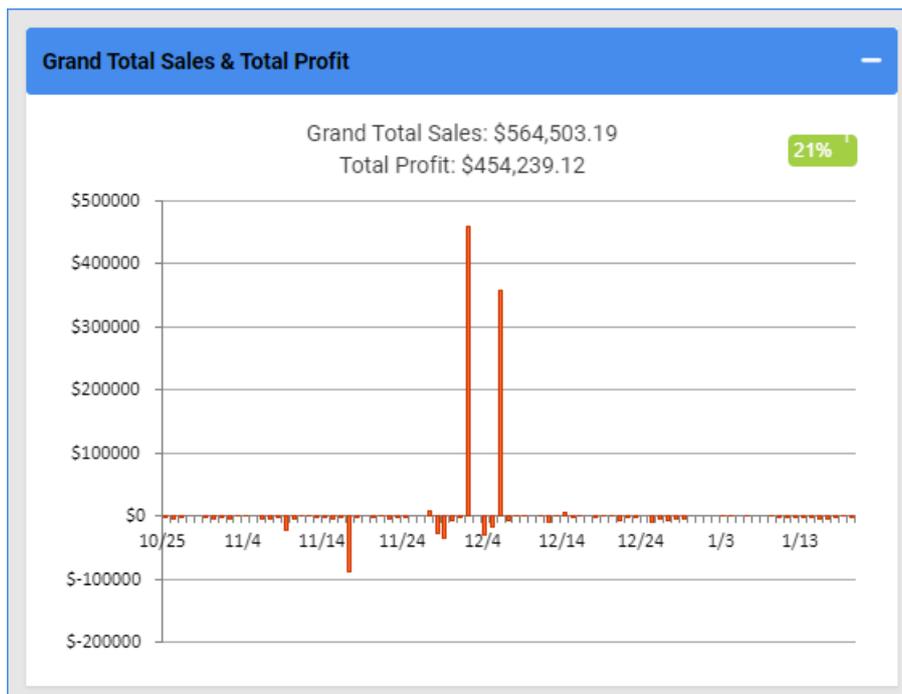
- **Company** – Include only sales from one or more [companies](#).
- **Company Groups** – Include only sales from one or more [company groups](#).
- **Channel** – Include only sales from one or more sales [channels](#).
- **Purchaser** – Include only sales of products bought by a specific [purchaser](#).
- **Manufacturer** – Include only sales of products from one or more [manufacturers](#).
- **Vendor** – Include only sales of products from one or more [vendors](#).
- **SKU** – Include only sales of one or more [SKUs](#).
- **Custom Start Date** – Show only sales starting from this date.
- **Custom End Date** – Show only sales up to this date.

Dashboard Data

In this section, you will learn more about each module on the dashboard.

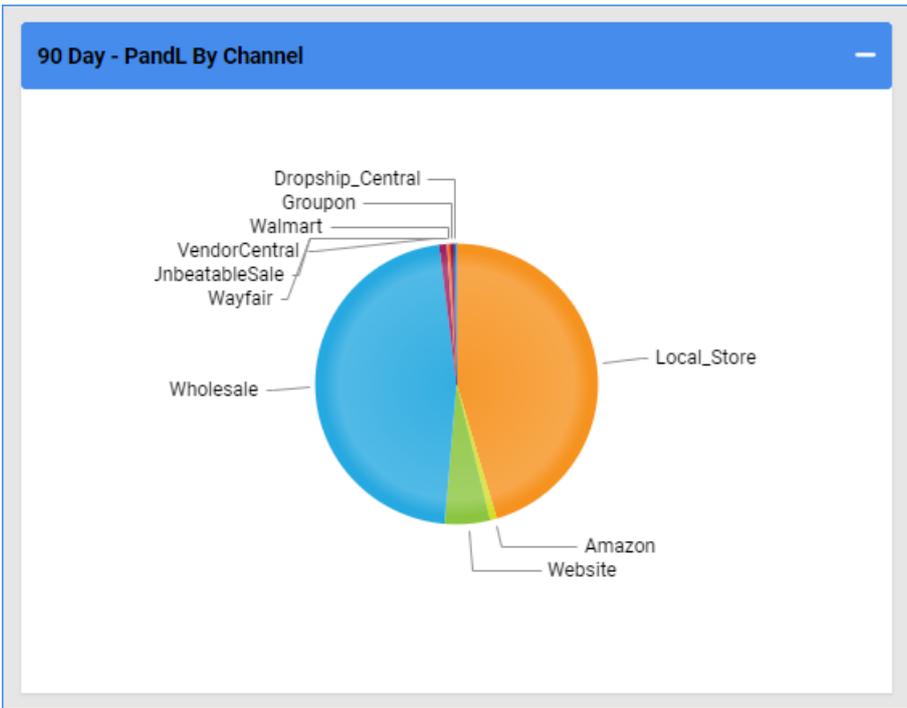
Grand Total Sales & Total Profit

This section provides a summary of the total sales and profit for the selected time period. This information is useful for understanding the overall financial performance of the company and identifying any unusual spikes or dips in activity.



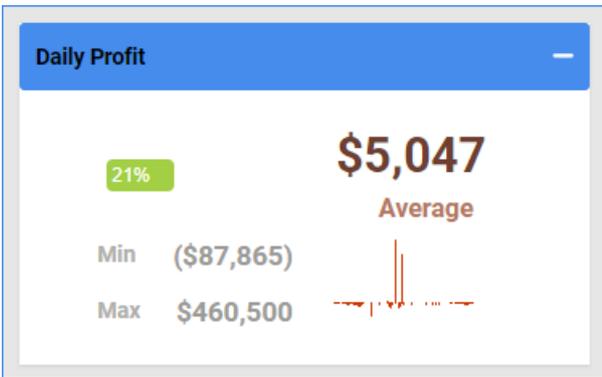
P&L By Channel

This section lets you analyze the P&L by channel for the selected time period. It is displayed as a graph with percentage values, which makes it easy to visualize the data.



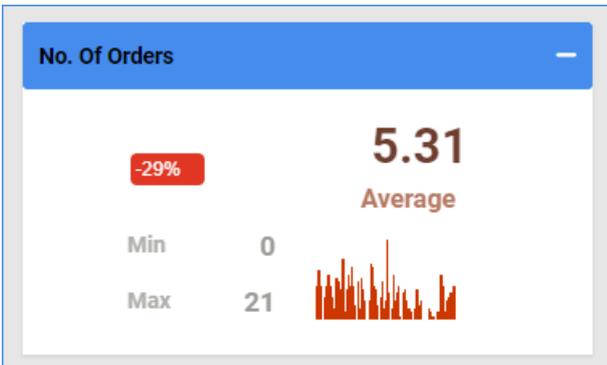
Daily Profit

This section indicates the minimum, maximum, and average daily profit for the chosen time period.



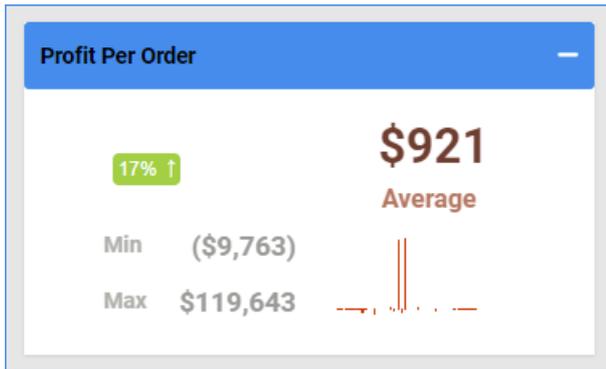
No. Of Orders

This section indicates the minimum, maximum, and average number of orders for the chosen time period.



Profit Per Order

This section indicates the minimum, maximum, and average profit per order for the chosen time period.



Top 5 Products By Profit

This section lists the top five products by profit for the selected time period, including the SKU, Name, Quantity, Profit, and % Change.

SKU	Name	Quantity	Profit	% Change
...	...	666	\$369,250	1% ↑
!!!!@FGSA	2019 Planner...	5066	\$281,531	0% ↓
(1) 2019 6IN ...	6" Inch Dual ...	135	\$8,720	-1% ↓
0001-Green-10	Wood Lands ...	60	\$6,012	1% ↑
8806098286...	LG 6.5 kg Inv...	2	\$1,400	1% ↑

Top 5 Products By Profit Margin

This section lists the top 5 products by profit margin for the selected time period, including the SKU Name, Quantity, Profit Margin, and % Change.

SKU	Name	Quantity	ProfitMargin	% Change
001296F-Pri...	Prime Test	1	194%	0%
MCKREP	Main Compo...	10	100%	0%
MIRISLOT6A...	Miri's Lot Tes...	10	100%	0%
HEADPHON	headphones	1	100%	0%
CC-CMPCUT...		1	100%	0%

