

# Orders Dashboard

04/30/2025 3:24 pm CDT

## Overview

In this article, you will learn about Sellercloud's **Orders Dashboard**. This dashboard allows you to effectively track and evaluate orders, making identifying patterns and trends in order activity easy. The page is divided into sections, each displaying specific information to help gain a deeper understanding of business performance.

It also offers customizable filter options that you can use to gain further insight into the performance of the business. The filter options control the data displayed on all sections of the dashboard.

You can see information about the following:

- Total amount received from all orders
- Total amount received from orders per sales channel
- Minimum, maximum, and average daily amount received from orders
- Minimum, maximum, and average daily number of orders
- Minimum, maximum, and average daily order value
- Top five products by sales value
- Top five products by unit count sold

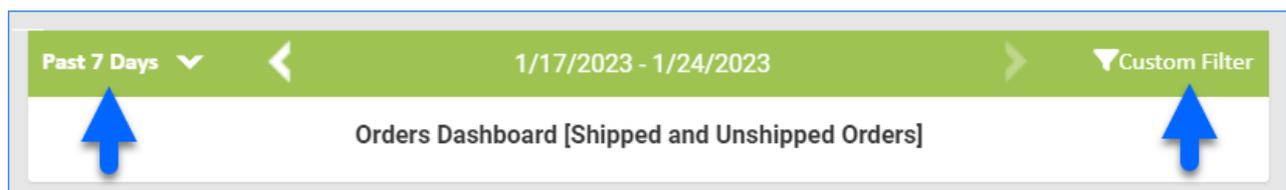
You can run this report automatically on a regular basis with [Scheduled Tasks](#).

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

## Access the Dashboard

To access the **Orders Dashboard**, follow these steps:

1. Navigate to **Reports > Orders > Orders 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

Refer to the list below for descriptions of each filter option:

- **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](#).
- **Custom Start Date** – Show only sales starting from this date.
- **Custom End Date** – Show only sales up to this date.

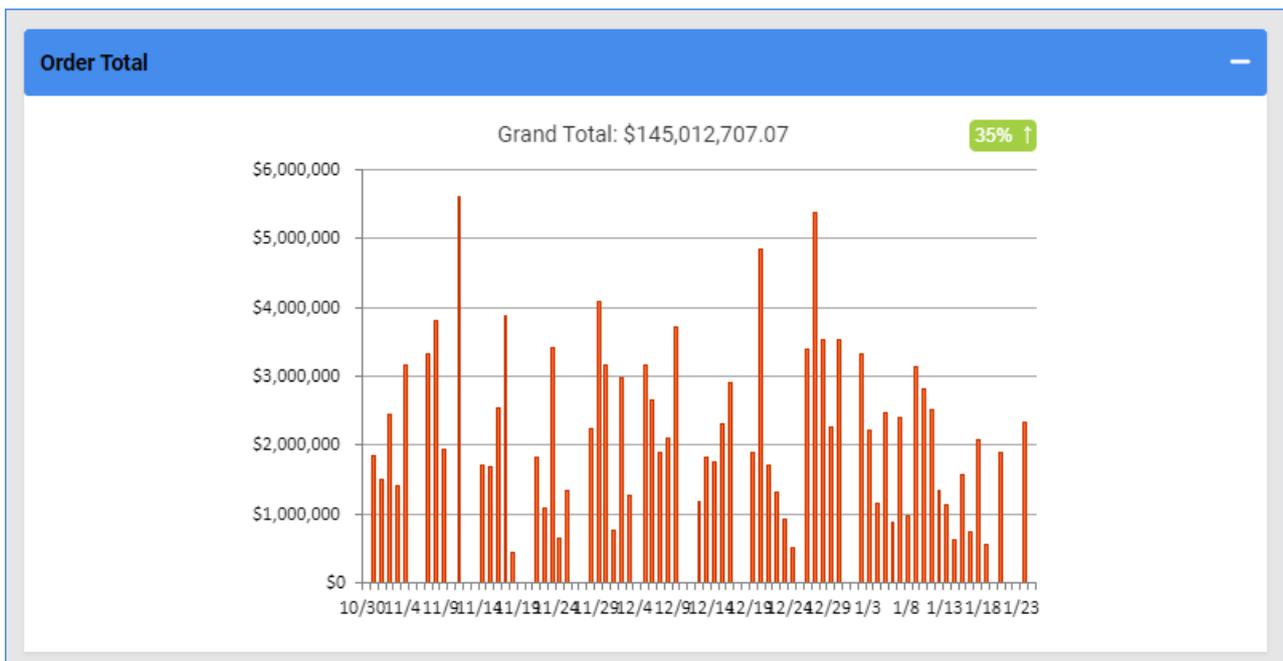
## Dashboard Data

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

### Order Total

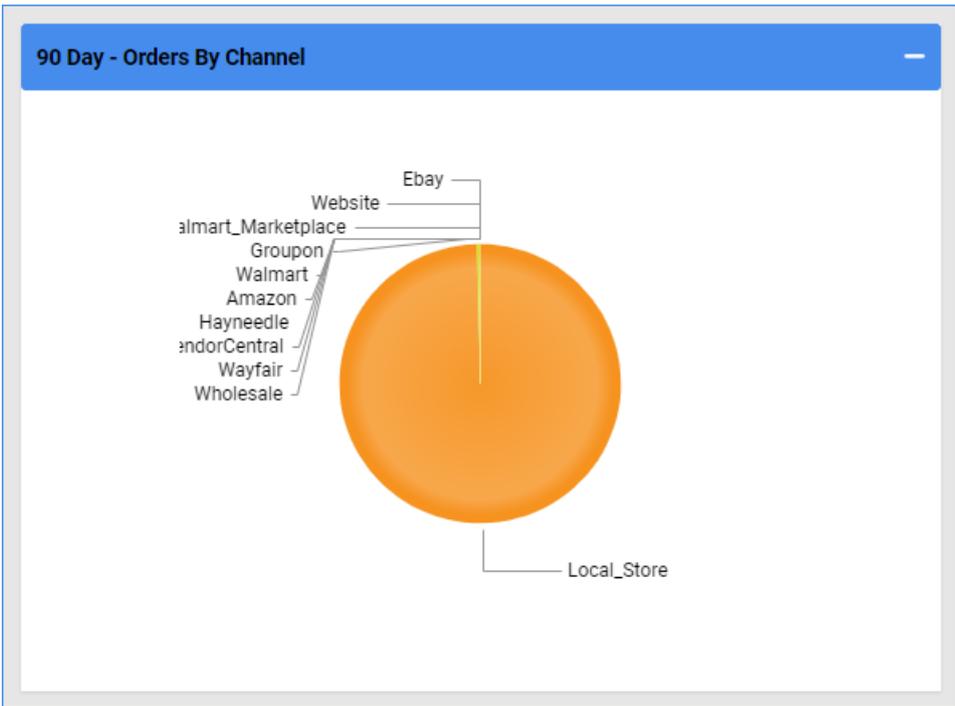
This section provides a broad overview of the total amount received from orders for the selected period, but you can also point to each day in the chart to view details about daily profit.

The percentage in the green or red box above the chart displays the percentage change from the selected date range to the comparable prior period, e.g., the past 7 days compared to the previous 7 days. Click on the box to open a sub-dashboard that compares the profit – total and per day – for the selected date range.



### Orders By Channel

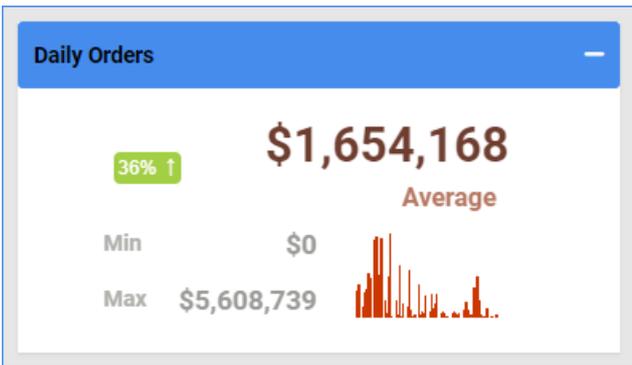
This section provides insight into the distribution of orders across different channels visualized in a pie chart. It displays the total amount made from orders for each channel, which helps you understand which channels are driving the most sales.



## Daily Orders

This section shows the daily average order revenue for the selected date range, calculated from the total revenue divided by the number of orders, broken down by day. It also displays the minimum and maximum values for each day.

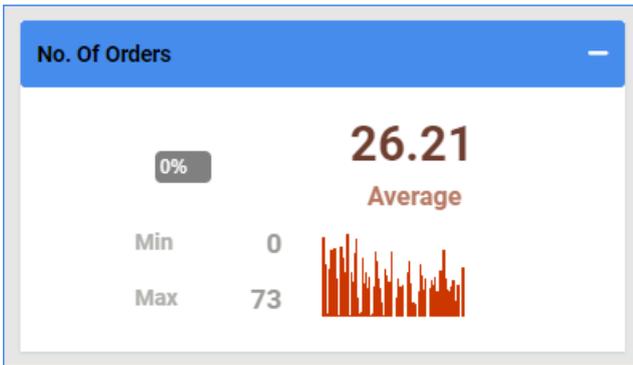
The percentages indicate an increase or decrease in orders revenue from the previous period of a similar range. For example, if orders are calculated for 7 days, it will compare to the prior 7-day period. Click the percentage box to open a sub-dashboard that compares daily average sales.



## No. Of Orders

This section shows the daily average number of orders for the selected time period. It also provides the minimum and maximum values for each day.

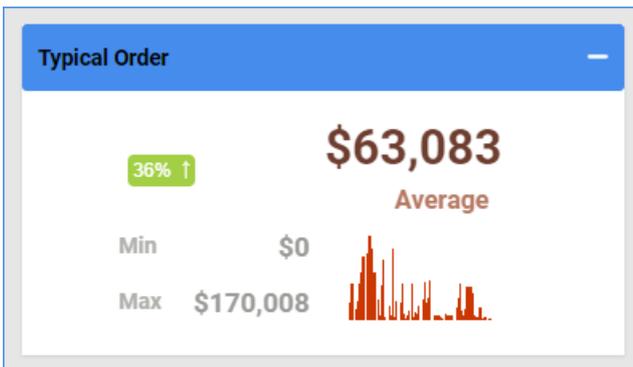
The percentages indicate an increase or decrease in the number of orders from the previous period of a similar range. For example, if you calculate the No. Of Orders for 7 days, you will compare them to the prior 7-day period. Click the percentage box to see a sub-dashboard that compares daily No. Of Orders.



## Typical Order

This section shows the average revenue generated by an order for the selected time period. It also provides the minimum and maximum values for each day.

The percentages indicate an increase or decrease in sales revenue from the previous period of a similar range. For example, if sales are calculated for 7 days, it will compare to the prior 7-day period. Click the percentage to open an itemized daily sales chart.



## Top 5 Products By \$

This section shows the top five products by sales revenue for the selected time period. It also shows the percentage change from the previous period.

SKU	Name	Quantity	Sales	% Change
!!!!@FGSA	2019 Planner...	285827	\$147,552,699	-33% ↓
justanothers...	testing some...	666	\$369,630	100% ↑
!!!!@FGSA-10...	2019 Planner...	759	\$40,620	-72% ↓
(1) 2019 6IN ...	6" Inch Dual ...	225	\$30,495	-83% ↓
FREAK	Freak	1000	\$20,000	100% ↑

## Top 5 Products By Unit Count

This section shows the top five products by unit count sold. It also shows the percentage change from the previous period.

Top 5 Products By Unit Count					More... -
SKU	Name	Quantity	Sales	% Change	
!!!!@FGSA	2019 Planner...	285827	\$147,552,699	-39% ↓	
FREAK	Freak	1000	\$20,000	100% ↑	
appseltzer	appleseltzer	801	\$801	100% ↑	
!!!!@FGSA-10...	2019 Planner...	759	\$40,620	-67% ↓	
lemseltzer	Premium Le...	701	\$701	100% ↑	