Sales Summary Report

Overview

In this article, you will learn about Sellercloud's **Sales Summary Report**, which provides a detailed analysis of your sales data for a selected date or date range. You can summarize the report by:

- **Channel**
- **Company**
- **Manufacturer**
- **Order Date**
- **Product Group**
- **Product Type**
- **Purchaser**
- **Sales Rep**
- **Ship Date**
- **Ship From Warehouse**
- **Vendor**
- **Wholesale Customer**

The report includes key metrics, such as:

- **Sales:** Units Sold and Number of Orders (When filtering by Channel or Company).
- **Revenue:** Payment, Subtotal, Grand Total, Shipping, etc.
- **Profit:** Profit and Profit Margin.
- **Costs:** Items Cost, Total Fees, etc.
- **Refunds:** Cash Refunds or Accrual Refunds, Tax Refunds, etc.

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 and Customize the Report

To use the report:

1. Go to **Reports** > **Sales** > **Sales Summary Report**.

2. Select your date filters (**Date Range** or **Date**), and choose the right **Date Type** filter for your search. This filter affects which orders are returned by the search. Select **Order** to see sales data for orders placed in the selected range or **Ship** to see sales data for orders shipped in the selected range.

3. Set up the other **Default** or **Custom filters** for the report to show precisely what you need.

4. Click **Search**. Each filter you apply is highlighted in orange, and it turns green after you click **Search**. If a filter is gray or not displayed at all, it's not active.
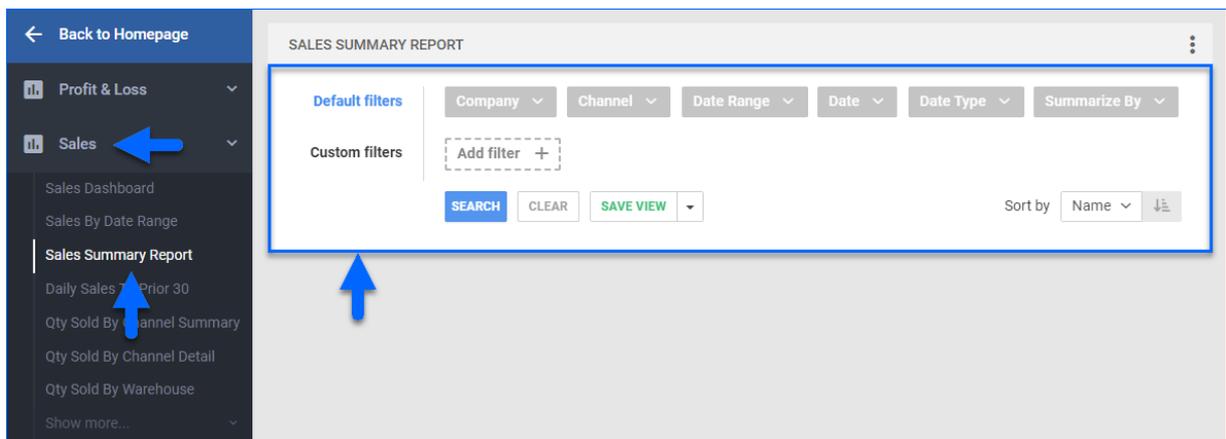
5. To manage the columns in the report, click the three dots icon on the top right and select **Customize Columns**. This report allows showing up to 19 columns at a time. You can:

   a. Reorder columns by dragging them up or down in the list;

   b. Hide columns by clicking the **Trash** icons;

   c. Add columns by clicking **Add column**.
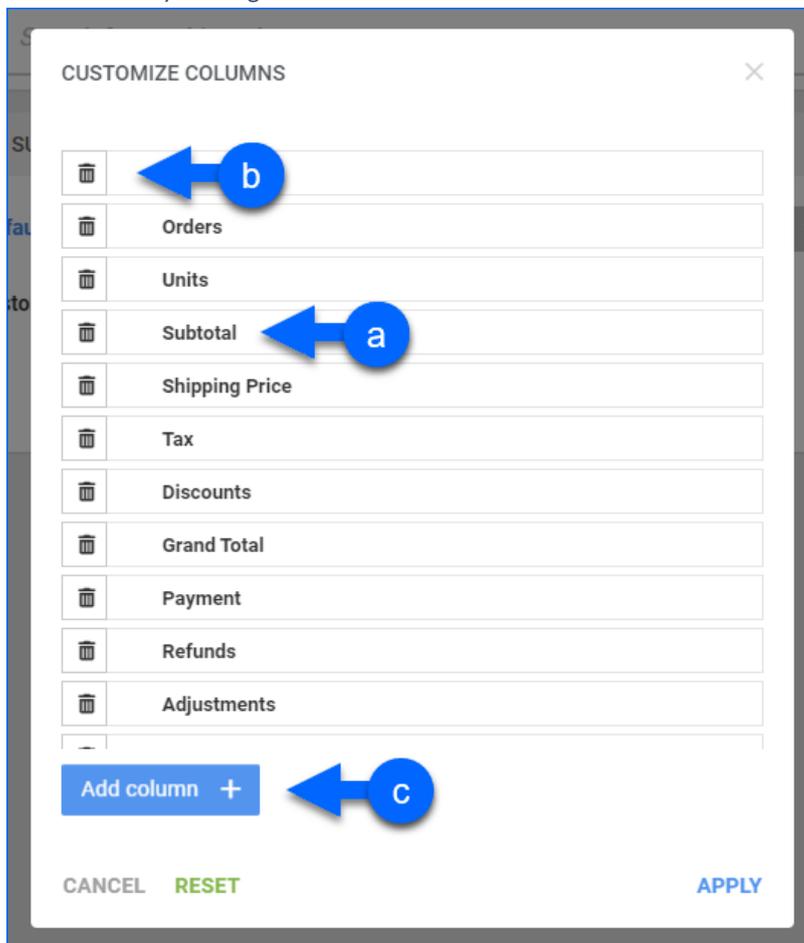
6. To sort the data differently, use the **Sort by** menu.

7. To save your filtering and sorting options, click **Save view**, type a **Name**, and click **Save**.
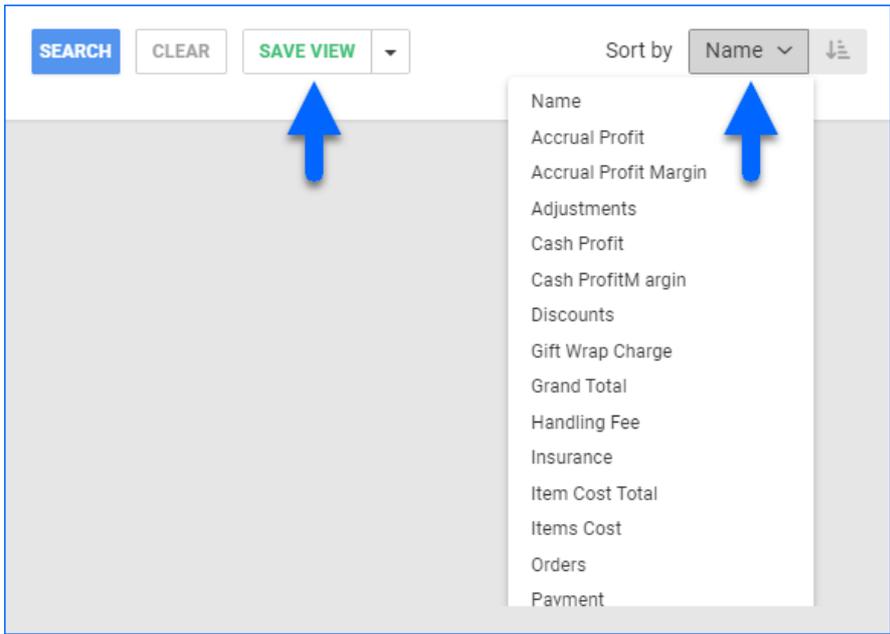
8. To export the full report to a spreadsheet, click **Actions** on the bottom right and select **Export to Excel**. You can also export to **CSV** or **PDF**. Exports always include all columns, even those hidden in the grid due to the 19-column limit.

CHANNEL	ORDERS	UNITS	SUBTOTAL	SHIPPING PRICE	TAX	DISCOUNTS	GRAND TOTAL	REFUNDS
Wish	40	324	$25,621.93	$421.66	$0.00	$5.00	$26,038.59	$0.00
Wholesale	555	6552928	$693,660.55	$357.98	$36,166.15	$12,612.65	$717,570.85	$614.24
Website	69	353	$6,662.50	$65.18	$25.98	$35.61	$6,717.48	$285.83
Wayfair	77	94	$2,027.23	$0.00	$0.00	$0.00	$2,027.23	$0.00
Walmart_Marketplace	1	3	$110.34	$1.00	$1.00	$0.00	$112.34	$0.00
Walmart	9	109	$733.61	$0.00	$0.00	$0.00	$733.61	$
VendorCentral	2	16	$959.51	$0.00	$66.53	$0.00	$1,026.08	$0.

Filter Definitions

Default Filters

FILTER	DESCRIPTION
Company	Include only orders from one or more Companies.
Channel	Include only orders from one or more Channels.
Date Range	Select a preset time range from **Yesterday** to **Last Year**.
Date	Enter the **Start** and **End** dates. For a single date, choose the same **Start** and **End** date. Choose a date type based on which orders and their associated activity appear in the report:
Date Type	**Ship** – View all orders and their associated activity where the **Ship Date** is in your selected range. **Order** – View all orders and their associated activity where the **Order Date** is in your selected range.
Summarize By	Choose how to summarize sales in the report. Your choice will determine the grouping of the sales data.

Custom Filters

FILTER	DESCRIPTION
	Choose how your profit is calculated. This filter also affects which columns appear in the report. See Report Data for more information.
Accounting Basis	• **Cash** – Show **Cash Profit** and **Cash Profit Margin** in the report. • **Accrual** – Show **Accrual Profit** and **Accrual Profit Margin** in the report. See Order Profit Calculation – Cash vs Accrual to learn about these options.
Brand	Include sales data only for products from one or more Brands.
Company Groups	Include sales data only for orders from one or more Company Groups.
Manufacturer	Include sales data only for products from one or more Manufacturers.
Order #	Include sales data only for specific order(s).
Product Groups	Include sales data only for products from one or more Product Groups.
Product Type	Include sales data only for products from one or more Product Types.
Purchaser	Include sales data only for products with a specific user assigned as Purchaser.
Settlement Status	Include sales data for Amazon, FBA, Walmart Marketplace, and WFS orders in one of two ways: • **All Orders** – Show sales data for all orders regardless of Settlement status. • **Settled** – Show sales data only for orders that have settlement data.
Show Precise Item Cost	Show the precise item cost up to 4 decimal places.
Vendor	Include only products that have their Default Vendor set to any of the selected. For **Dropship** orders, this will be the vendor from which the products were purchased.

Report Data

COLUMN	FIELD DATA	DESCRIPTION
Name of Summarize By	N/A	Shows how you are grouping the report data based on the **Summarize By** filter. This can be the **Channel**, **Company**, **Manufacturer**, etc.
Orders	Count of OrderID	Shows the total number of orders. If the **Date Type** is: **Order** – The total number of orders **placed** in this date range. **Ship** – The total number of orders **shipped** in this date range.
Units	Sum of Qty	Shows the number of product units sold. If the **Date Type** is: **Order** – The total number of product units on orders **placed** in this date range. **Ship** – The total number of product units on orders **shipped** in this date range.
Subtotal	Sum of SubTotal	Shows the total amount of the items before any discounts, tax, shipping, etc.
Shipping Price	Sum of Shipping Price	The total amount paid for shipping all orders.
Tax	Sum of Tax Amount	The total tax collected for orders.
Discounts	Sum of Discount	Shows the total amount of all discounts applied to the orders.
Adjustments	Sum of P&L Adj	The sum of all positive and negative adjustment amounts applied to orders. P&L Adjustments in Sellercloud include any post-sale transactions that adjust your Profit and Loss after the initial sale (e.g. Reimbursements, Shipping Claims, Return Labels, etc.).
Items Cost	Sum of Item Cost	The sum of the Item Cost on sales minus the Item Cost on Returns received on orders shipped or placed in this date range. Based on the item cost on the date of the order and the calculation method selected in the client setting **Order Profit & Loss Calculated Using**. For more information, see Order Item Cost Calculation.

Item Cost Total	Sum of Total Cost	Shows the sum of all item costs, as well as any other order-related costs, calculated as: (Item Cost – Rebate + Shipping Cost + Commission + Transaction Fee + Posting Fee + Dropship Fee + Co-Op Fee + Tax).
Total Fees	Sum of all Fees	Shows the total sum of all fees incurred for the orders, including Shipping cost, Commission, Transaction Fees, Posting Fees, Dropship Fees, Co-op Fees, and Tax Payable.
Shipping Cost	Sum of Original Shipping Cost	Shows the sum of all costs for outbound shipping. • For **FBA** – Includes FBA Per Unit Fulfillment Fee, FBA Weight-Based Fee, FBA Per Order Fulfillment Fee, Shipping Chargeback, Gift Wrap Chargeback, and Cross-Border Fulfillment Fee. Enabling **Predict shipping cost of an order** in Client Settings will calculate an **Estimated Shipping Cost** based on the last 30 days. When the **Shipping Cost** field is marked with an **E**, you see an **Estimated Shipping Cost**.</div<
Gift Wrap Charge	Sum of Gift Wrap	The sum of charges for gift wrapping orders charged to the customer.
Handling Fee	Sum of Handling	The sum of all handling fees charged to the customer.
Insurance	Sum of Insurance	Shows the total amount charged to customers for order insurance.
Shipping Discount	Sum of Shipping Discount	Shows the sum of all shipping discounts.

Accounting-Specific Columns

The following columns appear by default depending on your configuration of a Client Setting called **Accounting Basis**. However, you can change which columns appear anytime by updating the Custom Filter, also called **Accounting Basis**. For more information, see Order Profit Calculation – Cash vs Accrual.

Cash Columns

These columns appear only if you set the **Accounting Basis** Custom Filter to **Cash**:

COLUMN	FIELD DATA	DESCRIPTION
Cash Profit	(Payment – Refunds + Adjs) – TotalCost	The sum of your profit from all orders, recorded when the payment is received and based on the amount the buyer paid.
Cash Profit Margin	Cash Profit / (Payment – Refunds + Adjs)	Your overall profit margin from all orders, based on the received payments.
Payment	Sum of Payments	Shows the sum of the actual amounts the buyers paid (usually the same amount as the **Grand Total** unless there is an underpayment or overpayment).
Refunds	Sum of Refunds	Shows the total refund amount from all orders.
*Tax Refunds	Sum of Tax Refunds	The amount of tax refunded for all orders.

Accrual Columns

These columns appear only if you set the **Accounting Basis** Custom Filter to **Accrual**:

COLUMN	FIELD DATA	DESCRIPTION
Accrual Profit	(Grand Total – Returns Grand Total) – Total Cost	The sum of your profit from all orders, recorded at the time of order based on the Grand Total.

Accrual Profit Margin	Accrual Profit / (Grand Total – Returns Grand Total)	Your overall profit margin from all orders, based on the Grand Total.
Grand Total	Sum of Grand Total	Shows the sum of all orders' Grand Total minus the sum of the Grand Total of Returned Items. • **Order Grand Total Calculation:** (Subtotal + Shipping Total + Handling + Insurance + Gift Wrap + Tax) – (Discount + Shipping Discount).
Accrual Refunds	Sum of Accrual Refunds	Shows the Grand Total on items returned from all orders.
*Accrual Tax Refunds	Sum of Accrual Tax Refunds	The original tax amount for items that have now been returned.

You can add columns listed with an asterisk (*) to the grid by following the instructions outlined in step 5 of the Access and Customize the Report section.