

Sales Dashboard

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Overview

In this article, you will learn about Sellercloud's **Sales Dashboard**. This dashboard shows sales revenue and quantities, total and per day, and the daily averages for a selected period.

You can see information about the following:

- Sales revenue per day with total sales and profit noted at the top.
- Percentage of sales revenue per channel.
- Total daily average sales revenue.
- Daily average number of orders.
- Average revenue generated by orders.
- The five products that generated the most revenue.
- The five products with the most sales.

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

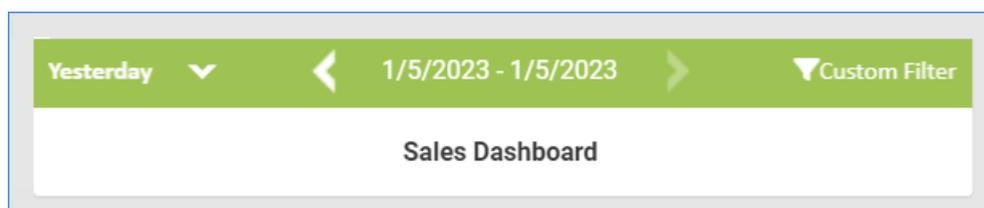
You can run this report automatically on a regular basis with [Scheduled Tasks](#).

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

Access the Dashboard

To access and customize this dashboard, follow these steps:

1. Navigate to **Reports > Sales > Sales 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.



Custom Filter

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

FILTER	DESCRIPTION
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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 .
Product Type	Include only sales of products from one or more product types .
SKU	Include only sales of one or more SKUs .
Show Products by Original (Shadow) SKU	Check the box for the filter to show orders' shadow SKUs. Keep unchecked to show the orders' parent SKUs.
Custom Start Date	Show only sales starting from this date.
Custom End Date	Show only sales up to this date.
	Choose how to show sales:
Filter By	<ul style="list-style-type: none"> • Ship date – View all orders and their associated activity where the ship date is in your selected range. • Order date – View all shipped orders and their associated activity where the order date is in your selected range.

Dashboard Data

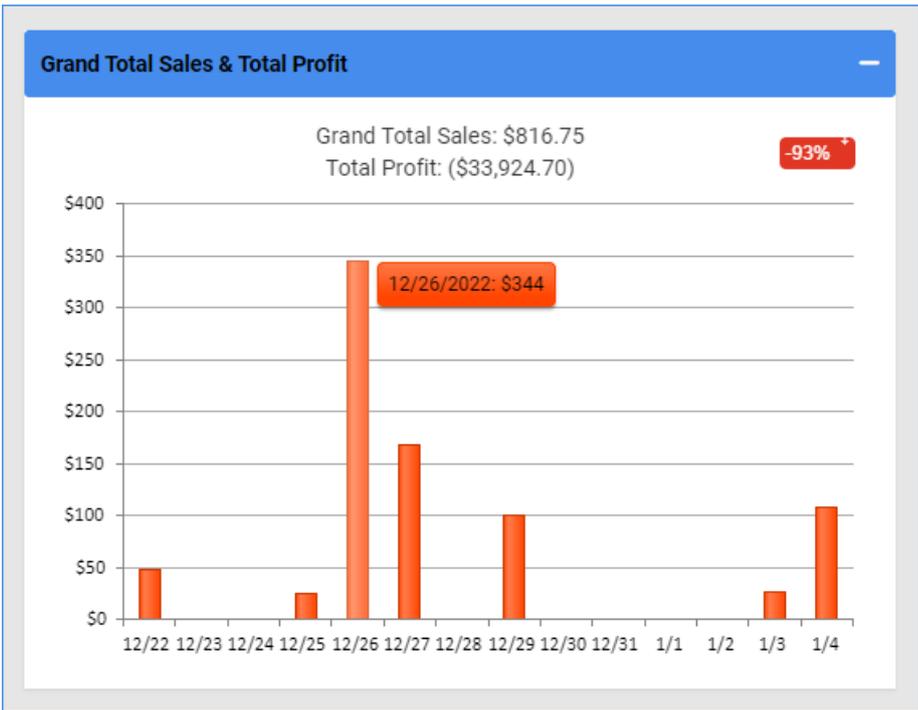
In this section, you will learn more about each module on the dashboard.

Grand Total Sales & Total Profit

This chart shows the daily sales revenue, with total sales and profit noted at the top.

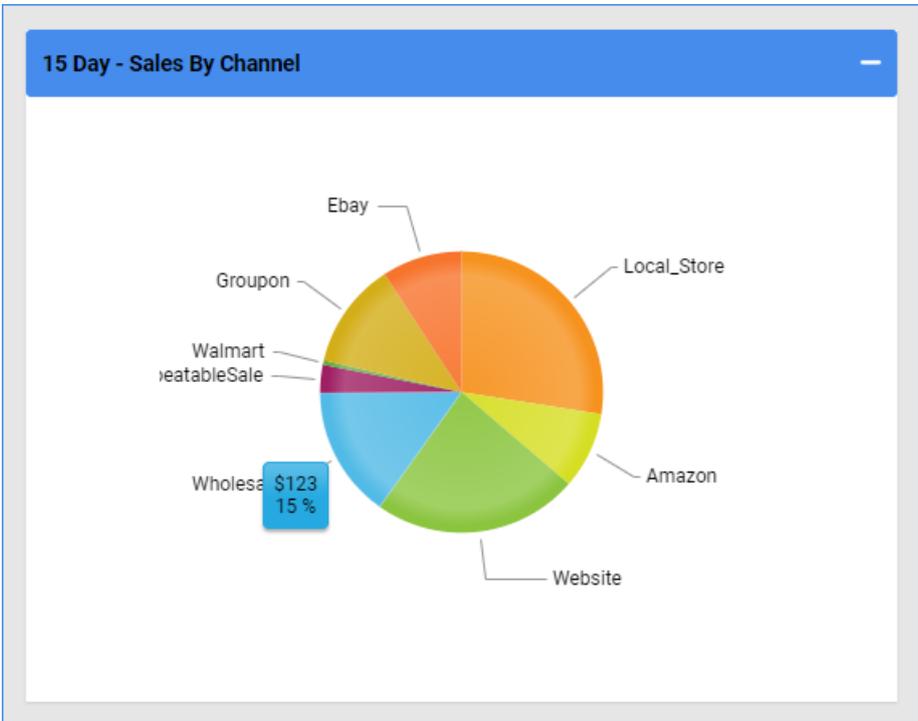
The percentage in the green or red box at the top right of the chart compares profit and loss from the selected date range to the prior identical period, e.g. – 7 days compared to the previous seven days.

Click on the box to open a sub-dashboard that compares the sales – total and per day – for the selected date range.



Sales By Channel

This chart shows the percentage of sales revenue per channel. Clicking on a channel section will detail the sales revenue per day in the graph chart.



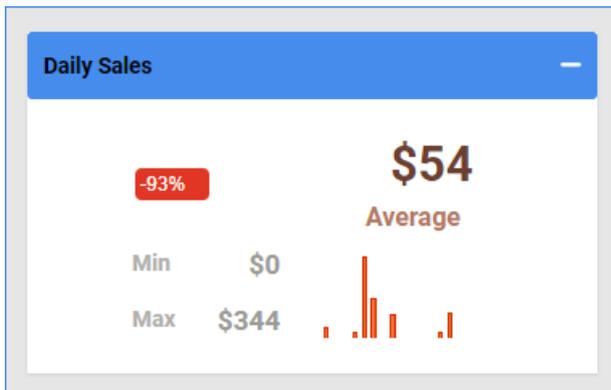
Daily Sales

This chart shows the total daily average sales revenue for the selected date range, calculated by the **Total Revenue** divided by the **No. Of Sales**.

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 seven days, it will compare to the prior 7-day period.

Click the percentage box to open a sub-dashboard that compares daily average sales.

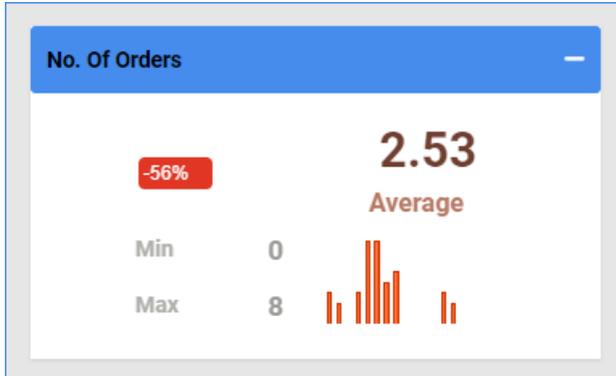


No. Of Orders

This chart shows the daily average number of orders in the selected date range, calculated by the **No. Of Orders** divided by the **No. Of Days**.

The percentages indicate an increase or decrease in the number of orders from the previous period of a similar range. For example, if the number of orders is calculated for seven days, it will compare to the prior seven-day period.

Click the percentage box to see a sub-dashboard that compares daily numbers of orders.

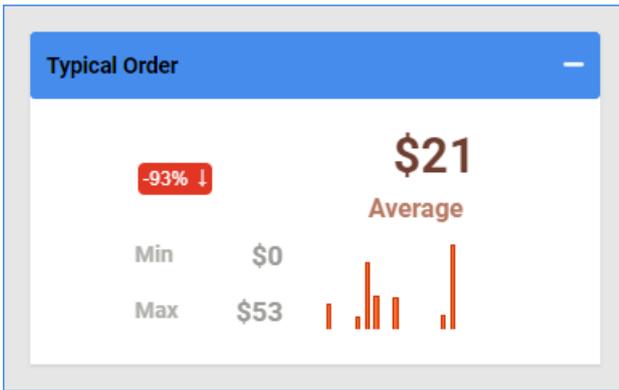


Typical Order

This chart shows the average revenue generated by an order in a selected date range, calculated by the **Daily Average Sale** divided by the **Daily Average No. of Orders**.

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 seven 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 table shows the five products that generated the most revenue based on sales in the selected date range.

Top 5 Products By \$					More... -
SKU	Name	Quantity	Sales	% Change	
!!!!@FGSA	2019 Planner...	486	\$59,191	200%	↑
001296F-Pri...	Billiards Nine ...	5	\$140	100%	↑
B005EQOMBI	Smashbox St...	3	\$138	0%	
##12345	FastManga	5	\$110	-58%	↓
101057	3 of spades	20	\$100	100%	↑

Top 5 Products by Unit Count

This table shows the five products with the most sales based on sales in the selected date range.

Top 5 Products By Unit Count					More... -
SKU	Name	Quantity	Sales	% Change	
!!!!@FGSA	2019 Planner...	486	\$59,191	198%	↑
101057	3 of spades	20	\$100	100%	↑
102903	4 of clubs	16	\$72	100%	↑
108736	4 of spades	14	\$0	100%	↑
Spades 4 of	Spades 4 of	12	\$0	100%	↑