Sales Reports

Reports that cover sales, revenue and commission.

- FAQs
- Sales by Date
- Sales by Channel
- Sales by Category
- Sales by Brand
- Sales by Collection
- Sales by Supplier
- Sales by Campaign
- Sales by Department
- Sell Through
- Made to Order
- Sales by User
- Sales by Area
- Sold Items

FAQs

Sales and Revenue

What is a 'Sale'?

The Sales Reports report on revenue generated on a specific date. Revenue is defined as the total value of an order, including all Products, Addons, Discounts and Delivery.

Revenue is separate to payments, which are reported on separately under Payment Reports.

Which Orders and Order Lines will form part of revenue reporting?

Orders with the following statuses are excluded from revenue reporting:

- Draft
- Quote
- Abandoned

In addition, Order Lines with the following statuses are ignored (as they value will have been set to £0.00)

- Cancelled
- Returned

Real Time Data

Are the reports up to date?

All reports show a snapshot of data at the instant that they were generated. As such, they are always up to date.

The value of a Sales Order has changed; how will this be reflected in the reporting?

With the exception of Performance by User, all revenue reporting is done based on the Sales Order date. That means that a Sales Order that has a date of the 1st of October will always report its revenue as the 1st of October, even if new lines are added on the 1st November.

The Salesperson on a Sales Order has changed; how will this be reflected in the reporting?

This will immediately update and change all reports. This will adjust how reports are filtered, and will also have a direct impact on the Performance by User report.

The Store on a Sales Order has changed; how will this be reflected in the reporting?

This will immediately update and change all reports. This will adjust how reports are filtered, and will also have a direct impact on the Sales by Channel report.

What happens if a Product is deleted?

Some information is stored against the Sales Order, and IXO Commerce will report on that; other data is stored only against the product. This is done via a lookup of the product, and if that product has been deleted then it will not be possible to report on that data.

Stored against the Sales Order

- Sales Date
- Store
- User
- Source
- Payments
- Selling Price
- Cost Price

- Product Name
- Product SKU

Stored against the Product

- Brand Associations
- Category Associations
- Collection Associations
- Supplier Associations

Example

A product is sold in May for £10 at a cost price of £5. That product was a Lego Boat, associated with the Lego Brand.

If that product is deleted, then the association with the Lego Brand will also be deleted. This means that while the selling price and cost price are still reportable (as data that is held against the sales order), that order line will no longer be associated with the Lego Brand.

This will mean that this order line will not be included if the user filters a report by Brand, and if they view the Sales by Brand report, it would add to the 'n/a' row.

Average Cost Prices and Profit Margins

What is an 'Average Cost Price' and how is it calculated?

An Average Cost Price represents the mean cost of all items sold within a specific period. It’s calculated by dividing the total cost of all products sold by the total number of units sold. This metric helps businesses understand the average expense of acquiring or producing the goods they’ve sold, allowing for better profitability analysis.

Depending on the report, this might be done per SKU (Sell Through report), or it might provide an Average Cost Price by Brand (Sales by Brand), or Department (Sales by Department), etc.

Example

Suppose you have a **Sales by Brand report** for the brand **"Brand A"** covering the period **from January 1 to January 31**.

Within this time frame, the following sales occurred:

Product	Quantity Sold	Cost Price per Unit
Product 1	10	£5.00
Product 2	20	£7.00
Product 3	15	£6.50

To calculate the **Average Cost Price** for **Brand A** during January:

1. **Sum up the Cost Prices**:
   - Product 1: 10 units × £5.00 = £50.00
   - Product 2: 20 units × £7.00 = £140.00
   - Product 3: 15 units × £6.50 = £97.50
2. **Total Cost Price**: £50.00 + £140.00 + £97.50 = **£287.50**
3. **Total Quantity Sold**: 10 + 20 + 15 = **45 units**
4. **Calculate the Average Cost Price**:
   - £287.50 ÷ 45 units = **£6.39** (rounded to 2 decimal places)

What is an 'Average Profit Margin' and how is it calculated?

An Average Profit Margin measures the percentage of profit a business earns on its sales after accounting for costs. Depending on the report, this might be done per SKU (Sell Through report), or it might provide an Average Cost Price by Brand (Sales by Brand), or Department (Sales by Department), etc.

Example

An Average Profit Margin on the Sales by Brand report will look for all sales of Products assigned to that Brand that took place within the specified period. It will then total the cost price of those items and compare it to the total sales revenue to produce an Average Profit Margin using the below formula (please note that all margins are calculated net of VAT):

$$\text{Average Profit Margin} = \left(\frac{\text{Total Profit}}{\text{Total Sales Revenue}} \right) \times 100$$

Period: February 1 - February 28

Product	Quantity Sold	Cost Price per Unit	Selling Price per Unit
Product 4	30	£4.00	£6.00
Product 5	25	£10.00	£15.00
Product 6	10	£20.00	£30.00

1. **Calculate the Total Sales Revenue**:
   - Product 4: 30 × £6.00 = £180.00 = £150.00 ex VAT
   - Product 5: 25 × £15.00 = £375.00 = £312.50 ex VAT
   - Product 6: 10 × £30.00 = £300.00 = £250.00 ex VAT

   Total Sales Revenue = £180.00 + £375.00 + £300.00 = £855.00 = **£712.50 ex VAT**
2. **Calculate the Total Cost**:
   - Product 4: 30 × £4.00 = £120.00
   - Product 5: 25 × £10.00 = £250.00
   - Product 6: 10 × £20.00 = £200.00

   Total Cost = £120.00 + £250.00 + £200.00 = **£570.00**
3. **Calculate the Profit**:
   - Profit = £712.50 - £570.00 = **£142.50**
4. **Calculate the Average Profit Margin**:

$$\text{Average Profit Margin} = \left(\frac{£142.50}{£712.50}\right) \times 100 = 20\%$$

Why do some reports say 'Unknown' (e.g. Average Cost Price and Profit Margin)?

This will be because IXO Commerce is missing data - nothing is recorded against Sales Orders for cost price. Without a cost price, it is not possible to calculate Average Cost Price or Profit Margin.

General

Are Reports sortable?

All reports are sortable - simply click on the headers.

Can a report be exported?

All reports are exportable as a CSV.

Why are some results 'N/A' or simply blank?

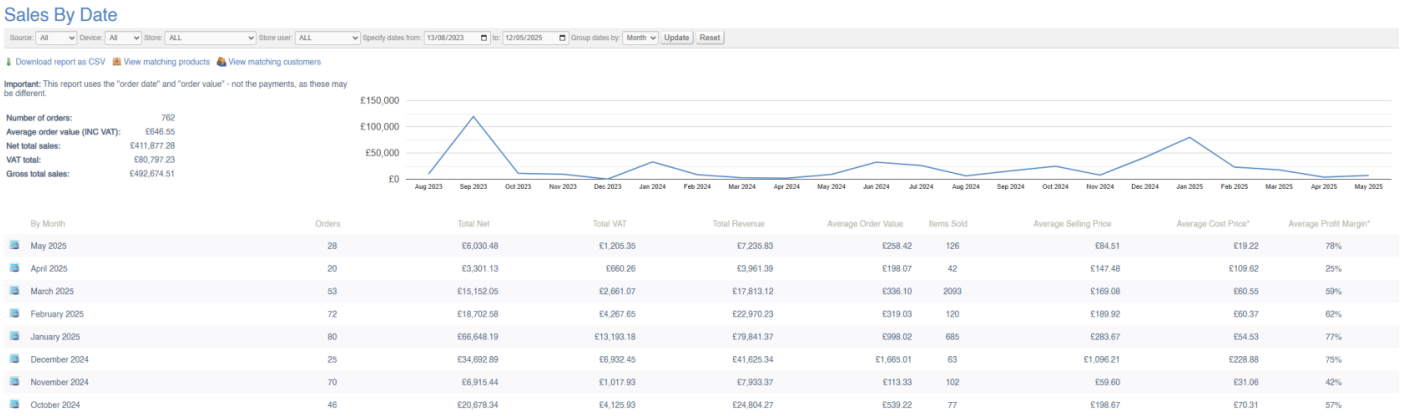
This will be due to missing information, e.g. products that are sold which have not been assigned to a Department, or to a Brand with a blank entry in the name.

Sales by Date

This report will show a breakdown of company-wide sales within a given period.

Data may be viewed by:

- Day
- Week
- Month



Filters

This report may be filtered by:

- Date Range
- Store
- Store User
- Source
- Device
- Category
- Brand
- Collection
- Supplier

Key to icons

= view day/week/month broken down to Sales by Channel (and matching any other filters applied)

= download report

 = view matching products (products sold within this date range and matching any other filters applied)

 = view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

FAQs

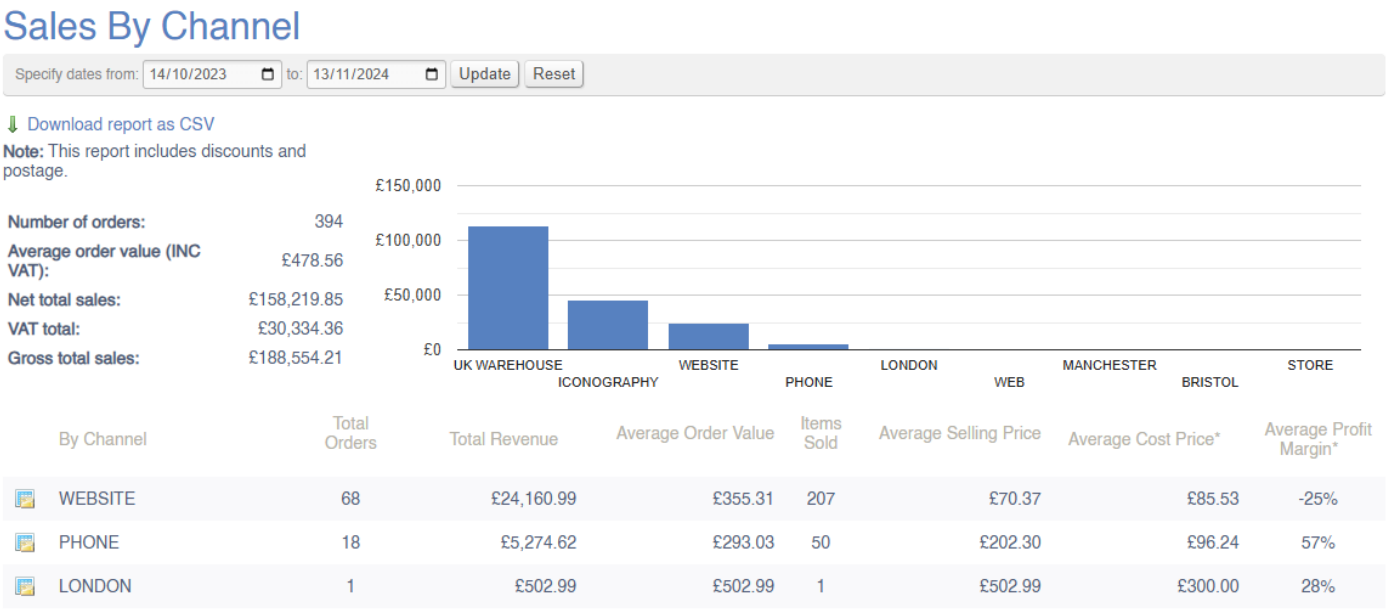
FAQs for Sales Reports may be viewed here.

Sales by Channel

This report will show a breakdown of company-wide sales within a given period.

The data will be broken down by Channel, wither separate rows for:

- Each Store
- eCommerce website(s)
- Phone
- Alternative Channels (e.g. Amazon, eBay, etc.)



By Channel	Total Orders	Total Revenue	Average Order Value	Items Sold	Average Selling Price	Average Cost Price*	Average Profit Margin*
WEBSITE	68	£24,160.99	£355.31	207	£70.37	£85.53	-25%
PHONE	18	£5,274.62	£293.03	50	£202.30	£96.24	57%
LONDON	1	£502.99	£502.99	1	£502.99	£300.00	28%

Filters

This report may be filtered by:

- Date Range

Key to icons

= view Sales by Category for this date range, filtered to this Channel

= download report

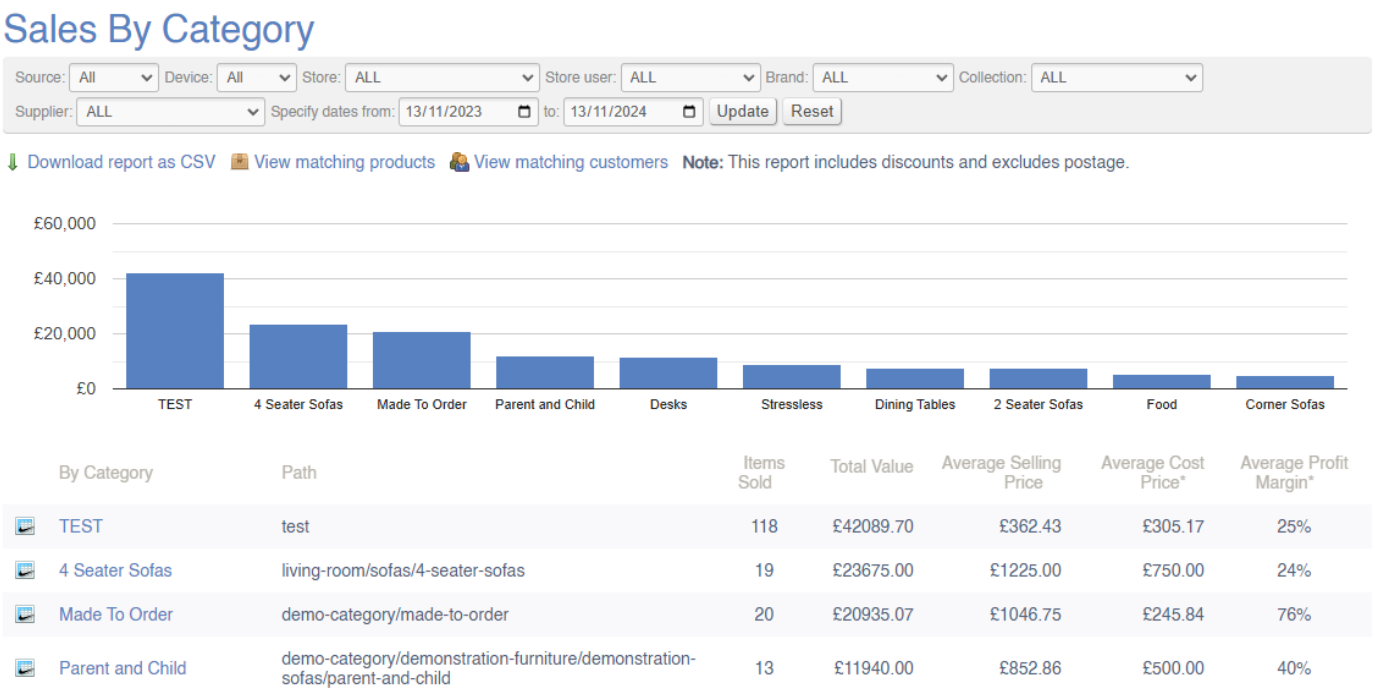
> For more information on margin calculation, click here

FAQs

FAQs for Sales Reports may be viewed here.

Sales by Category

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Category. This list is based on the categories you have set up in the Catalogue.



By Category	Path	Items Sold	Total Value	Average Selling Price	Average Cost Price*	Average Profit Margin*
TEST	test	118	£42089.70	£362.43	£305.17	25%
4 Seater Sofas	living-room/sofas/4-seater-sofas	19	£23675.00	£1225.00	£750.00	24%
Made To Order	demo-category/made-to-order	20	£20935.07	£1046.75	£245.84	76%
Parent and Child	demo-category/demonstration-furniture/demonstration-sofas/parent-and-child	13	£11940.00	£852.86	£500.00	40%

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Brand
- Collection
- Supplier
- Date Range

Key to icons

= view sales from this Category in the Sales by Brand report (matching any other filters applied)

= download report

 = view matching products (products sold within this date range and matching any other filters applied)

 = view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

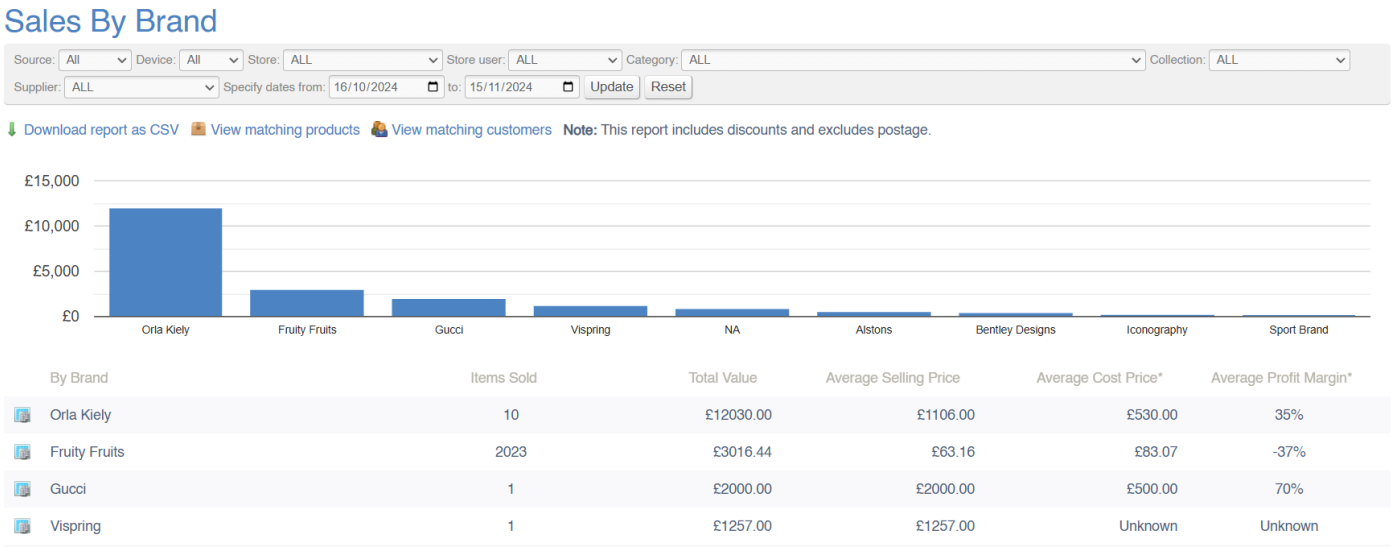
> For more information on margin calculation, click here

FAQs

FAQs for Sales Reports may be viewed here.

Sales by Brand

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Brand. This list is based on the data you have set up in the Brands menu.



By Brand	Items Sold	Total Value	Average Selling Price	Average Cost Price*	Average Profit Margin*
Orla Kiely	10	£12030.00	£1106.00	£530.00	35%
Fruity Fruits	2023	£3016.44	£63.16	£83.07	-37%
Gucci	1	£2000.00	£2000.00	£500.00	70%
Vispring	1	£1257.00	£1257.00	Unknown	Unknown

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Category
- Collection
- Supplier
- Date Range

Key to icons

= view sales from this Brand in the Sales by Collection report (matching any other filters applied)

= download report

= view matching products (products sold within this date range and matching any other filters applied)

 = view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

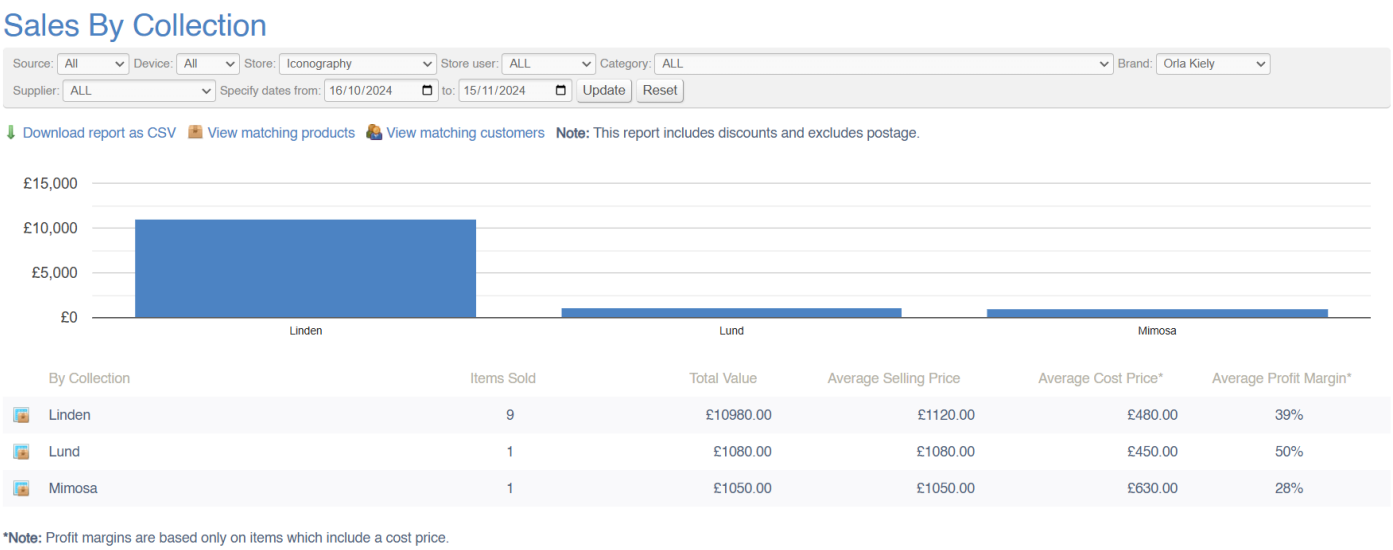
> For more information on margin calculation, click here

FAQs

FAQs for Sales Reports may be viewed here.

Sales by Collection

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Collection. This list is based on the data you have set up in the Collections menu.



By Collection	Items Sold	Total Value	Average Selling Price	Average Cost Price*	Average Profit Margin*
Linden	9	£10980.00	£1120.00	£480.00	39%
Lund	1	£1080.00	£1080.00	£450.00	50%
Mimosa	1	£1050.00	£1050.00	£630.00	28%

***Note:** Profit margins are based only on items which include a cost price.

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Category
- Brand
- Supplier
- Date Range

Key to icons

= view sales from this Collection in the Sell Through report (matching any other filters applied)

= download report

= view matching products (products sold within this date range and matching any other filters applied)

 = view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

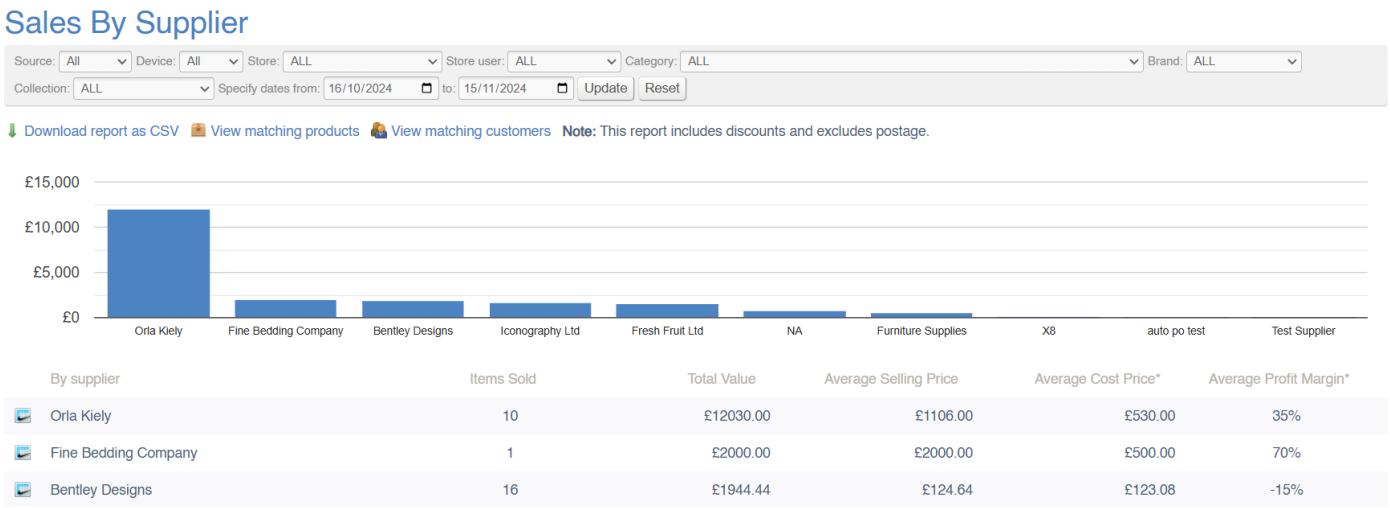
> For more information on margin calculation, click here

FAQs

FAQs for Sales Reports may be viewed here.

Sales by Supplier

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Supplier. This list is based on the data you have set up in the Supplier menu.



By supplier	Items Sold	Total Value	Average Selling Price	Average Cost Price*	Average Profit Margin*
Orla Kiely	10	£12030.00	£1106.00	£530.00	35%
Fine Bedding Company	1	£2000.00	£2000.00	£500.00	70%
Bentley Designs	16	£1944.44	£124.64	£123.08	-15%

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Category
- Collection
- Brand
- Date Range

Key to icons

= view sales from this Supplier in the Sales by Brand report (matching any other filters applied)

= download report

= view matching products (products sold within this date range and matching any other filters applied)

= view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

> For more information on margin calculation, click here

FAQs

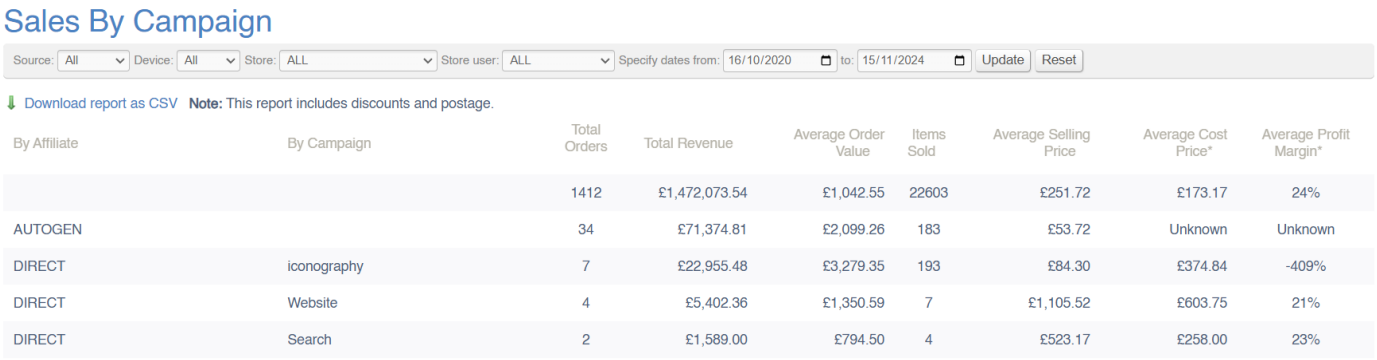
FAQs for Sales Reports may be viewed here.

Sales by Campaign

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Campaign. A Campaign may be defined as:

- Referral links, e.g. Google Ads and affiliates (Referral links should include "utm_source" and "utm_campaign" parameters)
- Newsletter emails (Referral links should include "utm_source" and "utm_campaign" parameters)
- Automated site emails, e.g. back-in-stock or your-account-password
- 'How did you find us' recorded against each customer

> 'Campaign' is limited to 50 characters



By Affiliate	By Campaign	Total Orders	Total Revenue	Average Order Value	Items Sold	Average Selling Price	Average Cost Price*	Average Profit Margin*
		1412	£1,472,073.54	£1,042.55	22603	£251.72	£173.17	24%
AUTOGEN		34	£71,374.81	£2,099.26	183	£53.72	Unknown	Unknown
DIRECT	iconography	7	£22,955.48	£3,279.35	193	£84.30	£374.84	-409%
DIRECT	Website	4	£5,402.36	£1,350.59	7	£1,105.52	£603.75	21%
DIRECT	Search	2	£1,589.00	£794.50	4	£523.17	£258.00	23%

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User

Key to icons

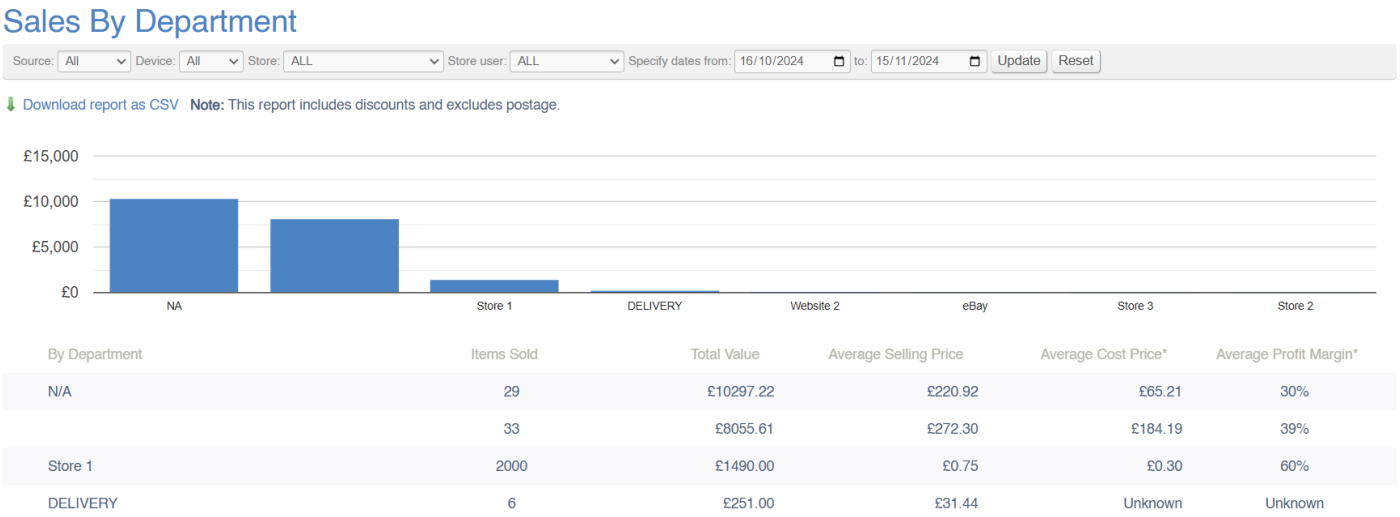
⬇ = download report

FAQs

FAQs for Sales Reports may be viewed here.

Sales by Department

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Department. This list is based on the departments you have set up against Products .



By Department	Items Sold	Total Value	Average Selling Price	Average Cost Price*	Average Profit Margin*
N/A	29	£10297.22	£220.92	£65.21	30%
	33	£8055.61	£272.30	£184.19	39%
Store 1	2000	£1490.00	£0.75	£0.30	60%
DELIVERY	6	£251.00	£31.44	Unknown	Unknown

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Date Range

Key to icons

⬇ = download report

> For more information on margin calculation, click here

FAQs

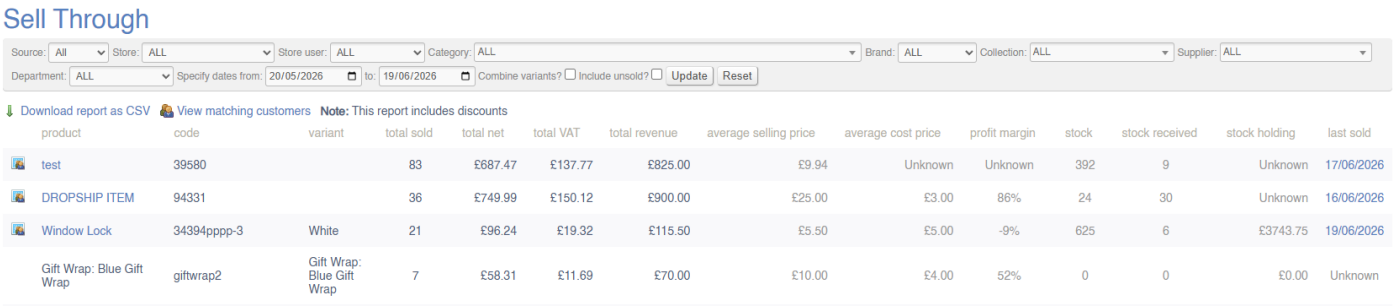
FAQs for Sales Reports may be viewed here.

Sell Through

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by Variant.

If you prefer, use the Combine Variants checkbox to view this report by Product instead of by Variant.

By default, this report will exclude unsold items, but it is possible to include unsold items by using the checkbox.



Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Department
- Category
- Brand
- Collection
- Supplier
- Date Range

Key to icons

= view customers who bought this product in this time period

= download report

= view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

> For more information on margin calculation, click here

Fields

Field	Purpose
Stock Added	This column shows stock added to the system within the selected time period. This will include: • Manual Adjustments • Stock Transfers • Goods In • Stock Take • Returns > It does not deduct from this figure to allow for stock leaving the business by any reason

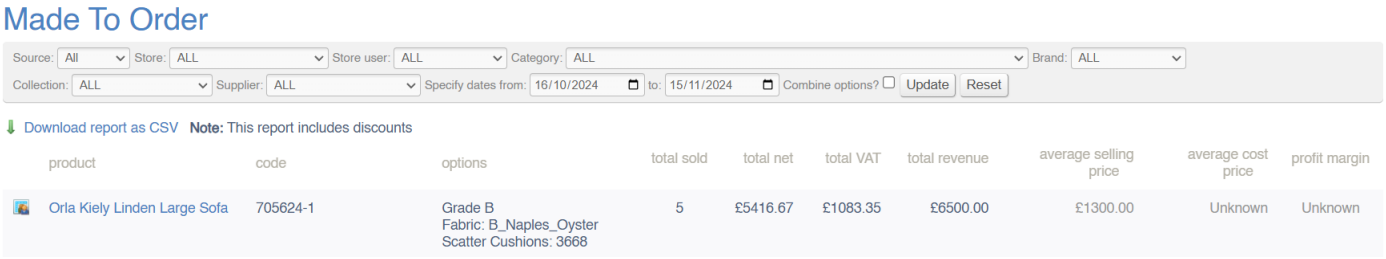
FAQs

FAQs for Sales Reports may be viewed here.

Made to Order

This report will show a breakdown of company-wide sales of Made to Order products within a given period; this data is broken down by product and by options. This list is based on the data you have set up in the Collections menu.

A single SKU may be listed here multiple times, as there will be a separate listing for each combination of Customisations, e.g. 'Blue' with 'Oak Feet' will be separate to 'Blue' with 'Black Feet'.



Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Category
- Brand
- Collection
- Supplier
- Date Range

Key to icons

= view sales from this Collection in the Sell Through report (matching any other filters applied)

= download report

= view matching products (products sold within this date range and matching any other filters applied)

= view matching customers (customers who completed a purchase within this date range and matching any other filters applied)

FAQs

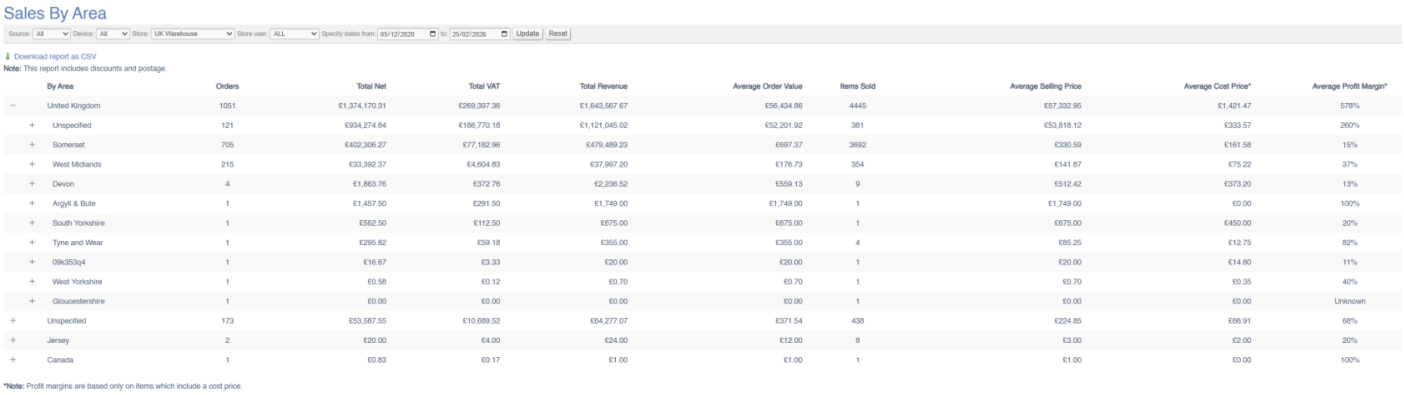
FAQs for Sales Reports may be viewed here.

Sales by User

Old report, since migrated to Performance by User.

Sales by Area

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by billing address.


Sales By Area

Source: All Device: All Store: UK Warehouse Store user: ALL Specify dates from 05/12/2020 to: 25/02/2026 Update Reset

Download report as CSV

Note: This report includes discounts and postage.

	By Area	Orders	Total Net	Total VAT	Total Revenue	Average Order Value	Items Sold	Average Selling Price	Average Cost Price*	Average Profit Margin*
−	United Kingdom	1051	£1,374,170.31	£269,397.36	£1,643,567.67	£56,434.86	4445	£57,332.95	£1,421.47	578%
+	Unspecified	121	£934,274.84	£186,770.18	£1,121,045.02	£52,201.92	381	£53,818.12	£333.57	260%
+	Somerset	705	£402,306.27	£77,182.96	£479,489.23	£697.37	3692	£330.59	£161.58	15%
+	West Midlands	215	£33,392.37	£4,604.83	£37,997.20	£176.73	354	£141.87	£75.22	37%
+	Devon	4	£1,863.76	£372.76	£2,236.52	£559.13	9	£512.42	£373.20	13%
+	Argyll & Bute	1	£1,457.50	£291.50	£1,749.00	£1,749.00	1	£1,749.00	£0.00	100%
+	South Yorkshire	1	£562.50	£112.50	£675.00	£675.00	1	£675.00	£450.00	20%
+	Tyne and Wear	1	£295.82	£59.18	£355.00	£355.00	4	£85.25	£12.75	82%
+	09d353q4	1	£16.67	£3.33	£20.00	£20.00	1	£20.00	£14.80	11%
+	West Yorkshire	1	£0.58	£0.12	£0.70	£0.70	1	£0.70	£0.35	40%
+	Gloucestershire	1	£0.00	£0.00	£0.00	£0.00	1	£0.00	£0.00	Unknown
+	Unspecified	173	£53,587.55	£10,689.52	£64,277.07	£371.54	438	£224.85	£66.91	68%
+	Jersey	2	£20.00	£4.00	£24.00	£12.00	8	£3.00	£2.00	20%
+	Canada	1	£0.83	£0.17	£1.00	£1.00	1	£1.00	£0.00	100%

***Note:** Profit margins are based only on items which include a cost price.

Filters

This report may be filtered by:

- Source
- Device
- Store
- Store User
- Date Range

Key to icons

⬇ = download report

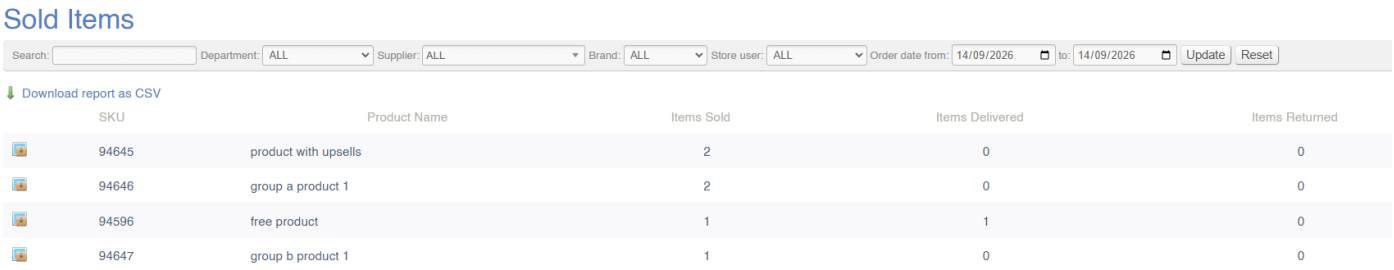
Sold Items

A report listing items that have been sold, with a call to action on each row that opens the full list of sales orders containing that SKU. The report is intended for situations where every order containing a given item needs to be identified quickly, such as a factory recall.

> This is a report for Variants, not USRs; they will be included within the figures for the linked Variant

This reported is based on Sales Order and Sales Order Line data.

Scenario	
Items Sold	*Apply 'date type' filter for 'Ordered'* *This shows Products sold based on Sales Order Date*
Items Delivered	*Apply 'date type' filter for 'Delivered'* *This shows Products delivered based on Sales Order Line despatch date*
Items Returned	*Apply 'date type' filter for 'Returned'* *This shows Products based on Sales Order Line returned date*



Filters

This report can be filtered by:

- Order date
- SKU or product name
- Salesperson
- Department
- Supplier

- Brand

Key to icons

 = view associated Sales Orders

FAQs

FAQs for Sales Reports may be viewed here.