

# 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: 09/12/2025 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	£37,332.95	£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	£492,306.27	£77,182.96	£570,489.23	£697.37	3692	£350.59	£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%
+ Ayrill & 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	£59.16	£355.00	£355.00	4	£88.25	£12.75	82%
+ 09c53q4	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	£53,567.55	£10,699.52	£64,277.07	£371.54	436	£234.85	£96.91	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

Revision #2

Created 25 February 2026 16:11:49 by Mike

Updated 27 March 2026 14:40:06 by Mike