



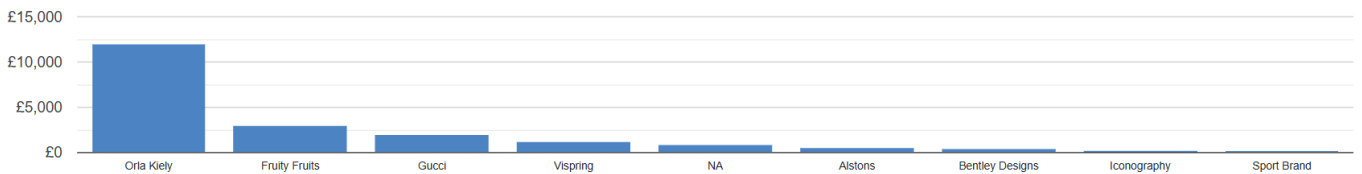
Sales by Brand





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.

Sales By Brand

Source: Device: Store: Store user: Category: Collection:
Supplier: Specify dates from: to:

 [Download report as CSV](#)  [View matching products](#)  [View matching customers](#) **Note:** This report includes discounts and excludes postage.



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](#).

Revision #6

Created 13 November 2024 12:43:07 by Mike

Updated 26 February 2025 16:18:13 by Mike