# Sales by User

This report will show a breakdown of company-wide sales within a given period; the value of sales will be split by User (Salesperson). This list is based on the data you have set up in the [Update Users](#) menu. This report can also be used to calculate commission.

This report is calculated differently to other Sales Reports, as it does not use the date of the Sales Order, but the date of amendments to that Sales Order.
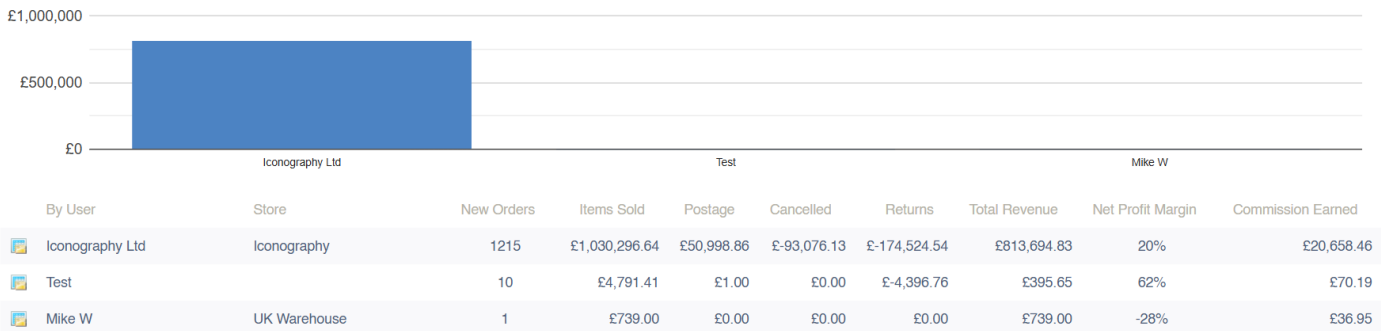
> **❝** Sales Orders can each be attributed to a single Salesperson. This can be edited within the Sales Order management screen.

> **❝** Sales Orders without a Salesperson will be omitted from this report.

## Sales Performance By User

Source: All ▾  Device: All ▾  Store: ALL ▾  Specify dates from: 16/10/2020  to: 15/11/2024  Update  Reset

⬇ Download report as CSV  **Note:** This report includes discounts and commission is calculated by **items sold** (postage is included in the commission)

| By User | Store | New Orders | Items Sold | Postage | Cancelled | Returns | Total Revenue | Net Profit Margin | Commission Earned |
|---|---|---|---|---|---|---|---|---|---|
| Iconography Ltd | Iconography | 1215 | £1,030,296.64 | £50,998.86 | £-93,076.13 | £-174,524.54 | £813,694.83 | 20% | £20,658.46 |
| Test |  | 10 | £4,791.41 | £1.00 | £0.00 | £-4,396.76 | £395.65 | 62% | £70.19 |
| Mike W | UK Warehouse | 1 | £739.00 | £0.00 | £0.00 | £0.00 | £739.00 | -28% | £36.95 |

## Commission

> **❝** Please ensure that you have spoken to Iconography to setup your commission rules; there are three options, defaulted to items sold

Commission is calculated user the commission rate set against each user in the [Update Users](#) screen:

# 1. As a percentage of the value of items sold

The commission for this period will be calculated as a percentage of the total value of items sold during the specified timeframe. However, deductions will be applied for any items that were either returned or cancelled within the same period. These deductions will be based on the data reflected in the 'Cancelled' and 'Returns' columns of the report. The final commission amount will be adjusted accordingly to ensure it reflects only completed and successful sales.

The report will be adjusted appropriately for items returned/cancelled during that time period for all orders, regardless of when they are placed.

# 2. As a percentage of the value of items delivered

The commission for this period will be calculated as a percentage of the total value of items delivered during the specified timeframe, based on the delivery date. Deductions will be made for any items that were returned within the same period, as indicated in the 'Returns' column of the report. The final commission amount will be adjusted to reflect only those sales where the items were successfully delivered and not returned.

The report will be adjusted appropriately for items returned during that time period for all orders, regardless of when they are placed.

# 3. As a percentage of the value of payments

The report will be adjusted appropriately for refunds during that time period for all orders, regardless of when they are placed.

# Returns, Refunds, Cancellations and Clawbacks

**Sales Data**:

1. **Order 1**: Placed on **1st September**, delivered on **5th October**, total value: **£100**

1.
   - **Order 2**: Placed on **3rd October**, delivered on **7th October**, total value: **£150**
   - **Order 3**: Placed on **10th October**, delivered on **12th October**, total value: **£200**
2. **Returns within the Period**:
   - **Return for Order 2**: The customer returned the item on **15th October** (within the report period).
   - **Return for Order 1**: The customer returned the item on **20th October** (also within the report period).
3. **Commission Calculation**:
   - Let's say the commission rate is **10%**.
   - The total sales amount for the period (1st October - 20th October) is:
     £100 (Order 1) + £150 (Order 2) + £200 (Order 3) = **£450**.
4. **Deductions for Returns**:

- Since both **Order 1** and **Order 2** were returned within the reporting time period, their values will be deducted from the commission total.
- Total returns: £100 (Order 1) + £150 (Order 2) = **£250**.

5. **Adjusted Sales for Commission**:
   - Adjusted sales amount = £450 (total sales) - £250 (returns) = **£200**.
6. **Commission Earned**:
   - Commission = 10% of £200 = **£20**.

In this example, even though **Order 1** was placed in September and **Order 2** was placed earlier in October, but both of their returns fall within the specified period (1st October - 20th October). As such, they are deducted from the total sales before calculating the commission. The commission earned would be **£20**.

## Filters

This report may be filtered by:

- Source
- Device
- Store
- Date Range

## Key to icons

= view sales from this User in the [Sales by Category](#) 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](#).