





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.

Sell Through


Source: All	Store: ALL	Store user: ALL	Category: ALL	Brand: ALL	Collection: ALL	Supplier: ALL							
Department: ALL	Specify dates from: 20/05/2026	to: 19/06/2026	<input type="checkbox"/> Combine variants?	<input type="checkbox"/> Include unsold?	<input type="button" value="Update"/>	<input type="button" value="Reset"/>							
Download report as CSV  View matching customers Note: This report includes discounts													
product	code	variant	total sold	total net	total VAT	total revenue	average selling price	average cost price	profit margin	stock	stock received	stock holding	last sold
 test	39580		83	£687.47	£137.77	£825.00	£9.94	Unknown	Unknown	392	9	Unknown	17/06/2026
 DROPSHIP ITEM	94331		36	£749.99	£150.12	£900.00	£25.00	£3.00	86%	24	30	Unknown	16/06/2026
 Window Lock	34394pppp-3	White	21	£96.24	£19.32	£115.50	£5.50	£5.00	-9%	625	6	£3743.75	19/06/2026
Gift Wrap: Blue Gift Wrap	giftwrap2	Gift Wrap: Blue Gift Wrap	7	£58.31	£11.69	£70.00	£10.00	£4.00	52%	0	0	£0.00	Unknown

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	<p>This column shows stock added to the system within the selected time period. This will include:</p> <ul style="list-style-type: none">• Manual Adjustments• Stock Transfers• Goods In• Stock Take• Returns <p>It does not deduct from this figure to allow for stock leaving the business by any reason</p>

FAQs

FAQs for Sales Reports may be viewed [here](#).

Revision #8

Created 13 November 2024 12:43:11 by Mike

Updated 19 June 2026 14:03:53 by Mike