

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	Specify dates from: 16/10/2024	to: 15/11/2024	Combine variants? <input type="checkbox"/> Include unsold? <input type="checkbox"/>	Update	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	current stock	stock in	stock holding	last sold
 Yellow banana (bulk pricing)	1853y		2000	£1490.00	£0.00	£1490.00	£0.75	£0.30	60%	2394	1	£790.02	04/11/2024
 Gift Wrap: Blue Gift Wrap	giftwrap2	Gift Wrap: Blue Gift Wrap	1000	£8330.00	£1670.00	£10000.00	£10.00	£4.00	52%	0	0	£0.00	Unknown
 Wrendale Owl Tea Towel	teatowels		18	£86.25	£17.28	£103.50	£5.75	£3.00	37%	22	3	£66.00	14/11/2024
Window Lock	34394ppp		16	£82.50	£16.50	£99.00	£6.19	£5.99	-16%	14	7	£83.86	24/10/2024
Tennis Ball	fdghdfghdfgh	dfghdfghdfgh	13	£4.95	£0.97	£5.94	£0.46	£0.40	-5%	58	60	£23.20	07/11/2024
 Gift Voucher	Voucher-10	£10	7	£66.75	£0.00	£66.75	£9.54	Unknown	Unknown	1	1	Unknown	23/10/2024

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](#)

FAQs

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

Revision #6

Created 13 November 2024 12:43:11 by Mike

Updated 17 September 2025 13:26:39 by Mike