Customer reports

- Frequency/
  - 10% segment table
  - Customer frequency (Chart)
    - Purchase days/
      - 0 days (Never)
      - 1 days
      - 2 - 5 days
      - 6 - 10 days
      - 10 plus days
- Monetary value/
  - 10% segment table
  - Lifetime spend/
    - $0 Value
    - $0 to $50
    - $50 to $100
    - $100 to $500
    - $500 to $1000
    - $1000 to $2000
    - $2000 and above
  - Top 100 spenders/
    - Top 100 - yesterday
    - Top 100 - this week
    - Top 100 - this month
    - Top 100 - all time
- New accounts/
  - New customers by week (Chart)
    - New customers detailed/
      - New customers today
      - New customers this week
      - New customers this month
- Recency/
  - 10% segment table
  - Lapsed with predictions
  - Recency by week (Chart)
  - Recency by month (Chart)
- Segment by/
  - Address/

- Customers by country
- Customers by state - AU
- Customers by state - US
- Basket/
  - Avg basket spend and size by purchase days
  - Customers by average basket size
  - Customers by average spend($)
- Coupon/
  - Customers by coupon
- Discount/
  - 0% Discount customers
  - 10% Discount customers
  - 20% Discount customers
  - 30% Discount customers
  - 40% Discount customers
  - 50% Discount customers
  - 60% Discount customers
  - 60% plus Discount customers
- Gender/
  - Customers by gender (Chart)
- Guests v Members/
  - Guests v Members value table
- Product/
  - Customers by product
- Refund ratio/
  - Customer refund ratio
- Transaction type/
  - Wishlists

Product reports

- Best sellers/
  - All time/
    - Grouped/
      - Best sellers by profit (grouped by parent)
      - Best sellers by revenue (grouped by parent)
      - Best sellers by volume (grouped by parent)
    - Ungrouped/
      - Best sellers by profit
      - Best sellers by revenue
      - Best sellers by volume
  - Daily/
    - Grouped/
      - Best sellers by profit (grouped by parent)
      - Best sellers by revenue (grouped by parent)
      - Best sellers by volume (grouped by parent)
    - Ungrouped/
      - Best sellers by profit
      - Best sellers by revenue
      - Best sellers by volume
  - Monthly/
    - Grouped/
      - Best sellers by profit (grouped by parent)
      - Best sellers by revenue (grouped by parent)
      - Best sellers by volume (grouped by parent)
    - Ungrouped/
      - Best sellers by profit
      - Best sellers by revenue
      - Best sellers by volume
  - Weekly/
    - Grouped/
      - Best sellers by profit (grouped by parent)
      - Best sellers by revenue (grouped by parent)
      - Best sellers by volume (grouped by parent)
    - Ungrouped/
      - Best sellers by profit
      - Best sellers by revenue
      - Best sellers by volume
  - Yearly/
    - Grouped/
      - Best sellers by profit (grouped by parent)
      - Best sellers by revenue (grouped by parent)
      - Best sellers by volume (grouped by parent)
    - Ungrouped/

- Best sellers by profit
- Best sellers by revenue
- Best sellers by volume
- Non performers/
  - Most abandoned products
  - Most refunded products
  - Unsold products/
    - All SKUs/
      - All SKUs unsold products
    - In stock/
      - In stock unsold products
- Stock reports/
  - Stock cover/
    - Stock cover (last week)
    - Stock cover (today)
    - Stock cover (yesterday)
  - Stock on hand value
- Wishlists/
  - Most popular wishlist items
  - Most valuable wishlist items

Transaction reports

- Cart & coupon rules/
  - Cart discount rules/
    - Most used/
      - Most used cart discounts (this week)
      - Most used cart discounts (this month)
      - Most used cart discounts (all time)
  - Coupons/
    - Most used/
      - Most used coupons (this week)
      - Most used coupons (this month)
      - Most used coupons (all time)
- Detailed/
  - Detailed transaction data
- Invoices/
  - Invoices paid (by week)
  - Invoices paid (by month)
- Order status/
  - Order status - yesterday
  - Order status - this day
  - Order status - this week
  - Order status - this month
  - Order status - this year
- Orders/
  - Sales orders by day
  - Sales orders by week
  - Sales orders by month
  - Sales orders list
- Orders by location/
  - Sales orders by country
  - Sales orders by state (AU)
  - Sales orders by state (US)
- Sales time periods/
  - Sales by day of week
  - Sales by time of day
- Tax collected/
  - Tax collected Qtr 1
  - Tax collected Qtr 2
  - Tax collected Qtr 3
  - Tax collected Qtr 4
  - Tax collected all time by month
  - Tax collected last month