Comersus Reports

The Comersus storefront has several reports available. You can **filter** reports per date or per product depending on the report. Some reports will show charts that can be seen when using a modern web browser.
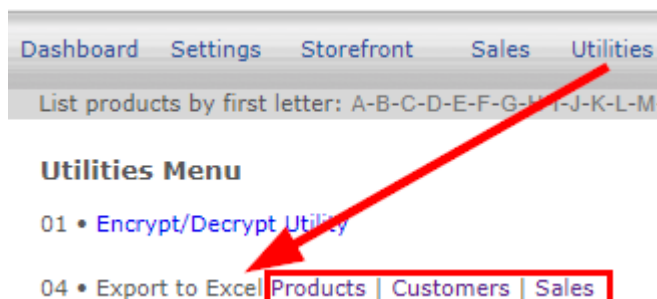
> **Report Errors**
>
> Some Comersus reports only get data from paid or delivered orders and that is why you can get an error message "not enough information to create reports."

Excel Reports

The following reports can be run from the Comersus storefront itself and can be exported to Excel format.

1. Log into the storefront (see Access the Storefront).

2. Select **Utilities** from the main menu.

3. Select the name of a report from **04 Export to Excel.**

4. You can **filter** reports per date or per product depending on the report.

Products Report

This report generates a list of storefront products with their retail and wholesale prices and stock quantities. Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Products.

Customers Report

This report generates a list of all of the accounts created via the storefront registration page with their first name, phone, email, and address. Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Customers.
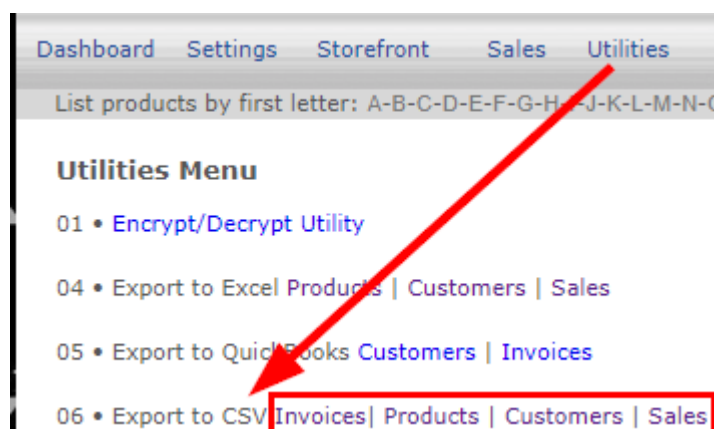
Sales Report

Access this report via the storefront Utilities menu: Utilities > 04 Export to Excel > Sales.

CSV Reports

The following reports can be run from the Comersus storefront itself and can be exported to Excel format.

1. Log into the storefront (see Access the Storefront).

2. Select **Utilities** from the main menu.

3. Select the name of a report from **06 Export to CSV.**

4. You can **filter** reports per date or per product depending on the report.

Invoices Report

This report generates an historical list of all purchases including contact information, location, prices paid, discount code used, and method of payment. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Invoices.

Products Report

This report is an ad hoc product report that lets you select which fields you want to report on. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Products.

Customers Report

This report generates a list of all of the accounts created via the storefront registration page with their first and last name, phone, email, address, and the company they indicated on their registration form. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Customers.
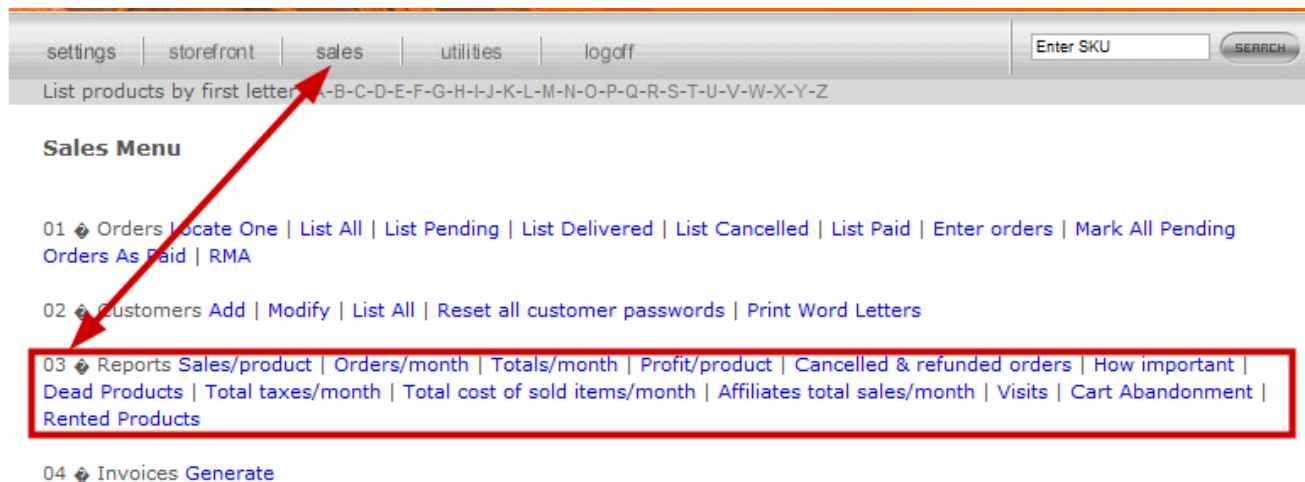
Sales Report

This report lists every product and the number of visits versus number of sales of each product. Access this report via the storefront Utilities menu: Utilities > 06 Export to CSV > Sales.

Sales Menu Reports

The following reports can be run from the Comersus storefront itself. These reports are on screen only and do not offer an export option.

1. Log into the storefront (see Access the Storefront).

2. Select **Sales** from the main menu.

3. Select the name of a report from **03 Reports.**

Sales/Product Report

This report lists every product and the number of visits versus number of sales of each product. It can be filtered to show results from specific categories.

- Access this report via the storefront Sales menu: Sales > 03 Reports > Sales/product.
- A similar unfilterable exportable version of this report can be found under Utilities > 06 Export to CSV > Sales.

Orders/Month Report

This report lists the number of orders received for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Orders/month.

Totals/Month Report

This report lists the total sales income for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Totals/month.

Profit/Product

This report lists the historical profit for each product as well and a combined Total Profit. It can be filtered to show results from specific categories. Access this report via the storefront Sales menu: Sales > 03 Reports > Profit/product.

Cancelled and Refunded Orders

This report shows the total number of orders cancelled and refunded for a selected year. A specific month can also be selected. Access this report via the storefront Sales menu: Sales > 03 Reports > Cancelled and refunded orders

How Important

This report shows sales information for a selected product in order to illustrate how that product is performing on your storefront. Access this report via the storefront Sales menu: Sales > 03 Reports > How important. The details include:

- Total sold
- Quantity sold
- Total Sold - Total Cost (Profit)
- Product stock
- Percentage of the total sold
- Percentage of the quantity sold
- Percentage of the total sold-total cost (Revenue)
- Percentage of the total stock at this moment

Dead Products

This report indicates which products have no sales, which products have no visits, and which products have neither sales nor visits. Products without visits do indicate the number of sales and products without sales do indicate the number of visits. Access this report via the storefront Sales menu: Sales > 03 Reports > Dead products.

Total Taxes/Month

This report shows the total taxes collected for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Total taxes/month.

Total Cost of Sold Items/Month

This report shows the total cost of sold items for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Total cost of sold items/month.

Affiliates Total Sales/Month

This report shows the total sales and commissions of store front affiliates for a selected year broken down by month. Access this report via the storefront Sales menu: Sales > 03 Reports > Affiliates total sales/month.

Visits

This report shows the number page loads and unique visits for a selected date range. The report can be run per day, month, or year Access this report via the storefront Sales menu: Sales > 03 Reports > Visits.

Cart Abandonment

This report shows products that were added to the shopping cart before leaving the webpage, but

were not purchased. The report only shows this information for the current day. Access this report via the storefront Sales menu: Sales > 03 Reports > Cart abandonment.

Rented Products

This report lists any products that have been rented. Access this report via the storefront Sales menu: Sales > 03 Reports > Rented products