



Advanced Reports

Version: 1.0

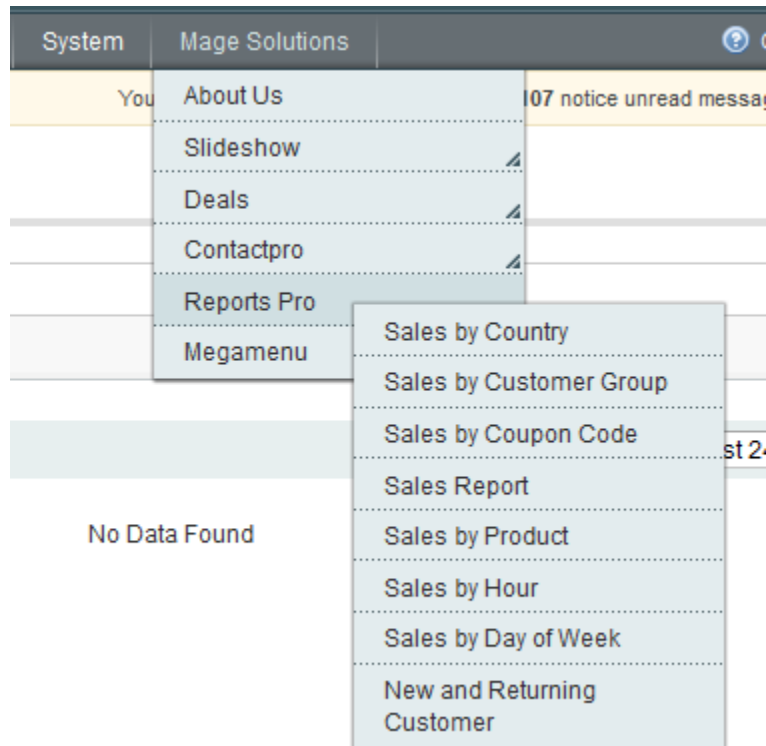
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1. Features

- After you install this extension, in admin of magento we have a menu “Mage Solutions > Report Pro”



- We have eight advanced reports here.
 - o **Sales by Country:** Statistic order by country, with this report you can know what is country is good to sale your product
 - o **Sales by Customer Group:** Statistic order by Customer Group. If your site have many customer group, you can use this report to know what is the best group have bought your products.
 - o **Sales by Coupon Code:** This report use to statistic the order buy coupon code, it is useful to know, what coupon code is good in your sales campaign.
 - o **Sales Report:** This is extra of sales statistic, many columns and many fields. With the filter, you can show specify for sales on your site
 - o **Sales by Product:** Use this report you can know detail about sale of a product. It will list all order of this product by time.
 - o **Sales by Hour:** This report will show the orders by hour in the day. You can compare the time to know what the time in the day is good for sale product.
 - o **Sales by Day of Week:** This report show order by day in the week. Use this report you will know what the day is better for sale (Monday, Tuesday....)
 - o **New and Retuning customer:** This report will show the number and the rate of new customer and returning customer. You can know the rate between new customer order and the old customer order (the old customer return your site and order product)

2. Make reports

1. Sales by Country

- Go to Report Pro/Sales by Country

Sales by Country [Show Report](#)

Show Report For: All Websites Click here to show report

No data. Can not build the chart.

Filter

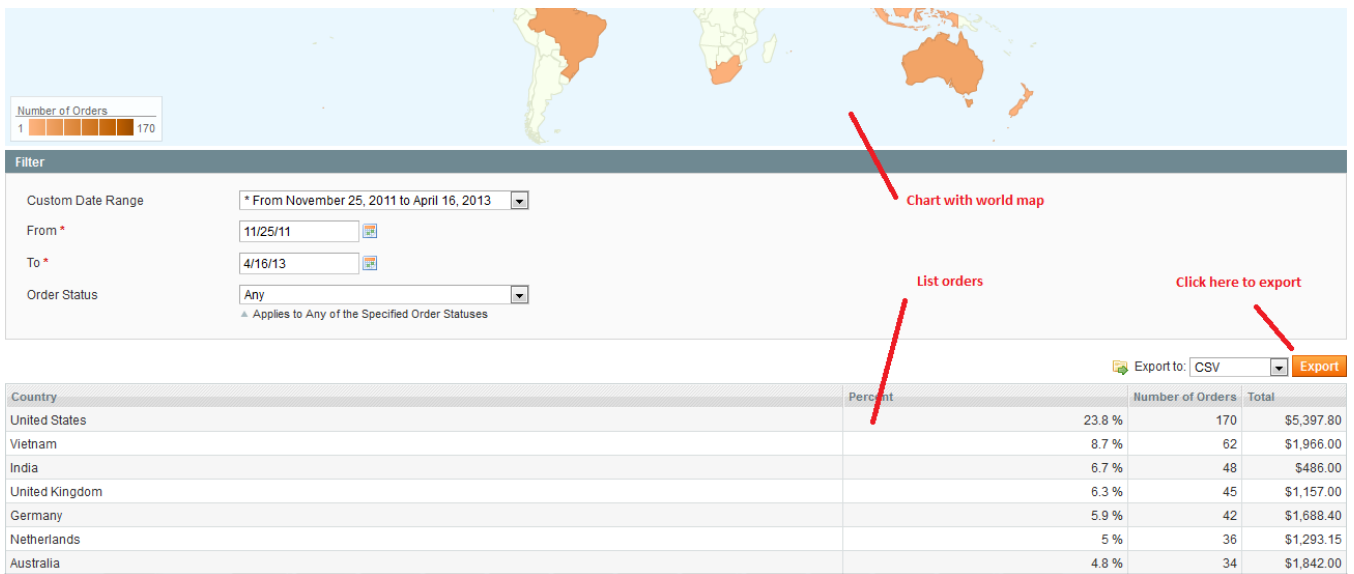
Custom Date Range: Custom date Choose date range, you can choose custom date range

From *

To *

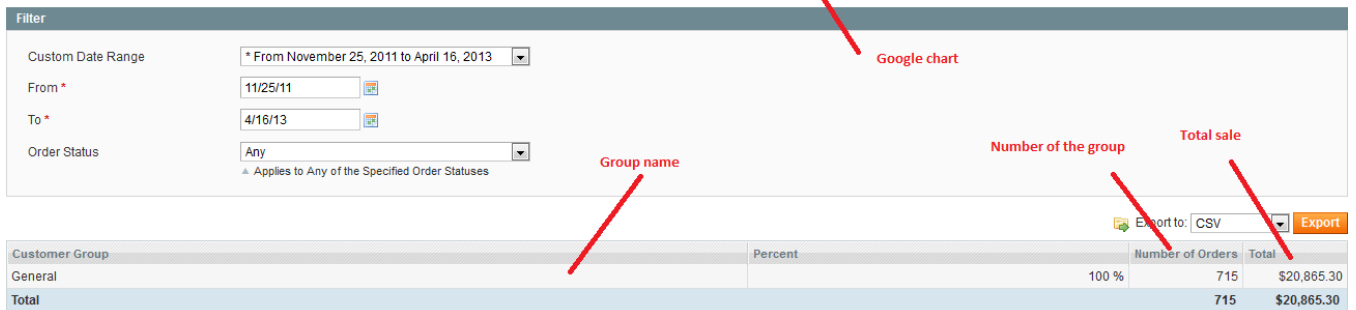
Order Status: Any Choose status order you want statistic
Applies to Any of the Specified Order Statuses

- Choose date range and status order then click “Show Report” button to show report.
- The result as image below



2. Sales by Customer Group

- Go to Report Pro/Sales by Customer Group
- You can do same as Sales by Country



Filter

Custom Date Range: * From November 25, 2011 to April 16, 2013

From: 11/25/11 To: 4/16/13

Order Status: Any

Export to: CSV Export

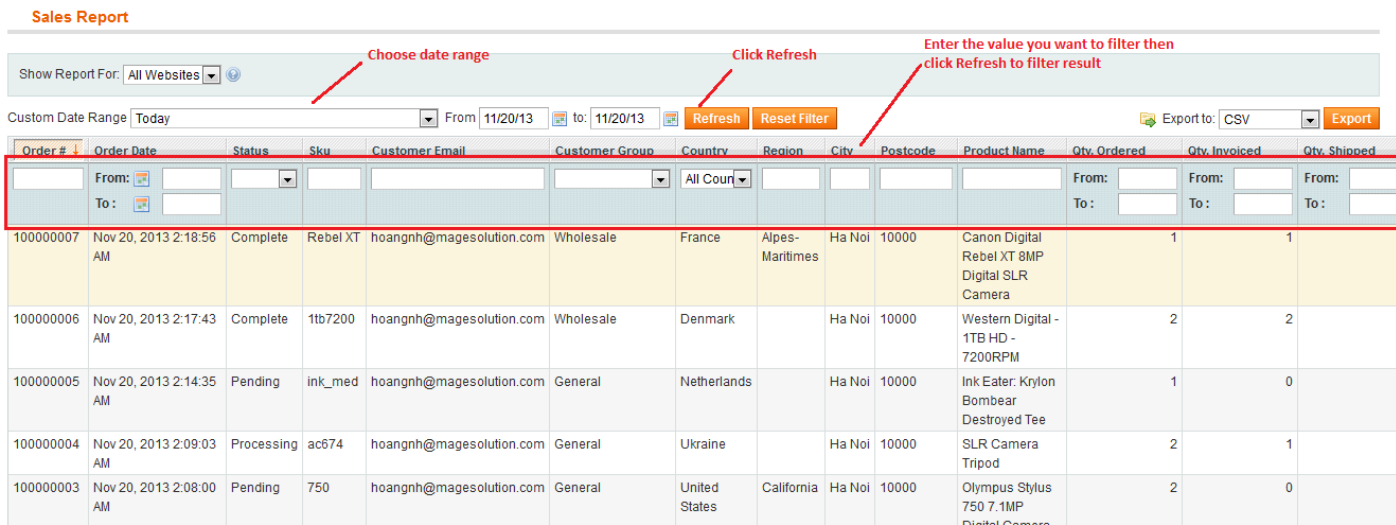
Customer Group	Percent	Number of Orders	Total
General	100 %	715	\$20,865.30
Total		715	\$20,865.30

3. Sales by Coupon Code

- Go to Report Pro/Sales by Coupon Code
- Do same as Sales by country

4. Sales Report

- Go to Report Pro/Sales Report
- Choose date range then click “Refresh” to show the report



Sales Report

Show Report For: All Websites

Custom Date Range: Today From: 11/20/13 to: 11/20/13 Refresh Reset Filter

Export to: CSV Export

Order #	Order Date	Status	Sku	Customer Email	Customer Group	Country	Region	City	Postcode	Product Name	Qty. Ordered	Qty. Invoiced	Qty. Shipped
100000007	Nov 20, 2013 2:18:56 AM	Complete	Rebel XT	hoangnh@magesolution.com	Wholesale	France	Alpes-Maritimes	Ha Noi	10000	Canon Digital Rebel XT 8MP Digital SLR Camera	1	1	
100000006	Nov 20, 2013 2:17:43 AM	Complete	11b7200	hoangnh@magesolution.com	Wholesale	Denmark		Ha Noi	10000	Western Digital - 1TB HD - 7200RPM	2	2	
100000005	Nov 20, 2013 2:14:35 AM	Pending	ink_med	hoangnh@magesolution.com	General	Netherlands		Ha Noi	10000	Ink Eater: Krylon Bombear Destroyed Tee	1	0	
100000004	Nov 20, 2013 2:09:03 AM	Processing	ac674	hoangnh@magesolution.com	General	Ukraine		Ha Noi	10000	SLR Camera Tripod	2	1	
100000003	Nov 20, 2013 2:08:00 AM	Pending	750	hoangnh@magesolution.com	General	United States	California	Ha Noi	10000	Olympus Stylus 750 7.1MP Digital Camera	2	0	

- If you want filter the order, you can enter the value in the box (see above image) then click “Refresh” to show result

5. Sales by Product

- Go to Report Pro/Sales by Product

- Enter product SKU to report, this field support autocomplete, so you can enter some character, it will auto search the products are matching.

Sales by Product Show Report

Show Report For: All Websites Choose store if your site have many store

Filter

Search SKU * Enter sku of product, this field support autocomplete

Show By: Day Choose show data by (Day, Month, Year) Click Show Report

Custom Date Range: Custom date Choose date range

From *

To *

Order Status: Any Choose status order
▲ Applies to Any of the Specified Order Statuses

Empty Rows: No Show empty rows or not

Export to: CSV Export

Period	Quantity	Total
No records found.		

- Choose Date Range, Status Order, Show By... then click Show Report to report.

6. Sales by Hour

- Go to Report Pro/Sales by Hour
- Do the same with Sales by Country, the order will be listed as image below

Hour	Percent	Number of Orders	Total
0:00	6.2 %	44	\$915.00
1:00	5.3 %	38	\$1,002.40
2:00	5.2 %	37	\$1,009.00
3:00	4.8 %	34	\$807.00
4:00	4.5 %	32	\$959.00
5:00	3.8 %	27	\$686.65
6:00	4.3 %	31	\$1,453.15
7:00	5 %	36	\$804.15
8:00	2.1 %	15	\$485.15
9:00	4.3 %	31	\$620.00
10:00	3.2 %	23	\$753.00
11:00	2.9 %	21	\$688.00
12:00	1.7 %	12	\$296.15
13:00	3.4 %	24	\$563.15
14:00	3.5 %	25	\$1,021.00
15:00	2 %	14	\$344.20
16:00	3.6 %	26	\$1,592.00
17:00	3.5 %	25	\$550.15
18:00	3.1 %	22	\$775.00
19:00	3.8 %	27	\$880.00
20:00	6.2 %	44	\$1,369.00
21:00	4.6 %	33	\$957.00
22:00	7.7 %	55	\$1,434.15

7. Sales by Day of Week

- Go to Report Pro/Sales by Day of Week and do same as Sales by Country

8. New and Returning customer

- Go to Report Pro/New and Returning customer
- Choose Show By, Date Range then click Show Report

New and Returning Customers Show Report

Show Report For: All Websites

Filter

Show By: Day Choose Show By (Day, Month, Year)

Custom Date Range: Custom date Choose date range

From:

To:

Click Show Report

Export to: CSV Export

Period	New Customers	Returning Customers	Percent of New Customers	Percent of Returning Customers
No records found.				