



DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING  
**Performance Reports – E-Commerce**

Ecommerce reporting involves the collection and analysis of data related to an online store's performance. Ecommerce reports help monitor key performance indicators (KPIs), understand customer behavior, and make informed decisions to optimize performance. Key reports include:

- Finance Reports: Track revenue, expenses, and profitability.
- Product Analytics: Analyze product performance and sales trends.
- Acquisition Reports: Monitor how customers find and reach your store.
- Behavior Reports: Understand customer interactions and behavior on your site.
- Marketing Reports: Evaluate the effectiveness of marketing campaigns.
- Etc: For the full list, explore our article.

Properly set up e-commerce reports reveal all the important aspects of your shop. Every eCommerce platform offers its own analytics reports. Platforms like Shopify, Magento, and WooCommerce provide a variety of reports, from standard overview dashboards to more detailed ones, depending on the subscription level.

In this guide, we focus on Shopify and Reveal by Omnicont. We will first present the reports included in the Basic Shopify plan and then explore the reports offered by Reveal, showing how to unlock and leverage your eCommerce store data fully.

### **KPIs to Track in Your Ecommerce Reports**

An effective e-commerce report should include key performance indicators (KPIs) that provide valuable insights into various aspects of your online store's performance. Here are the essential KPIs to track

- Sales Metrics: Monitor total sales, average order value (AOV), and sales growth over time.
- Customer Acquisition Cost (CAC): Measure the cost of acquiring new customers through different marketing channels.
- Conversion Rate: Track the percentage of visitors who complete a purchase.



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- Customer Lifetime Value (CLV): Estimate the total revenue a customer will generate over their lifetime.
- Cart Abandonment Rate: Measure the percentage of shoppers who add items to their cart but do not complete the purchase.
- Customer Retention Rate: Monitor the percentage of repeat customers over a specific period.
- Website Traffic: Track the number of visitors to your site, their sources, and their behavior.
- Visits or Sessions: Monitor the start and end of user visits to create engaging experiences and increase conversions.
- Bounce Rate: Measure the percentage of visitors who leave your site after viewing only one page.
- Product Performance: Analyze sales, returns, and customer reviews for individual products.
- Refund and Return Rates: Measure the percentage of orders that are returned or refunded.
- Revenue: Track the total money collected from customers over a given time frame.
- Customer Satisfaction Scores: Collect and analyze feedback to gauge customer satisfaction and identify areas for improvement.

## Basic Shopify Reports

### 1. Overview Dashboard

The Overview Dashboard report helps users compare data and spot trends in one place. You can compare data to a specific period or the same date range from the previous year using the “Compare to previous dates” option. If you have point-of-sale locations, you can also see the number of sales in each location and the sales handled by each staff member.

#### Key Metrics:

- Total Sales: Tracks the total revenue generated, showing overall store performance. If total sales are low, consider running promotions and optimizing product listings.
- Total Online Store Visitors: Counts the number of people visiting your store. You can increase your traffic by enhancing SEO, running marketing campaigns, and leveraging social media.



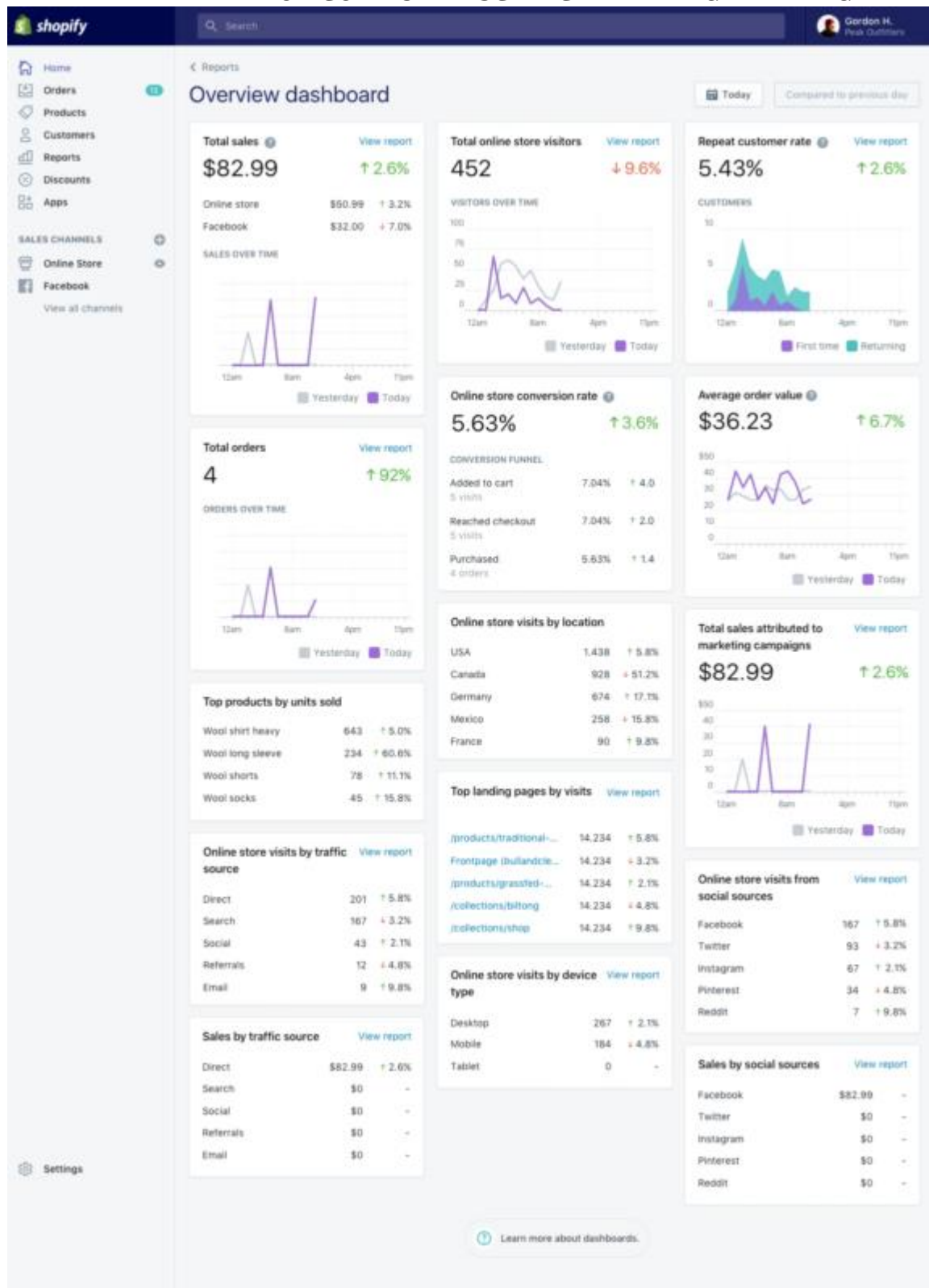
- **Total Orders:** Measures the total number of orders placed. Boost order numbers by offering incentives like free shipping, discounts on bulk purchases, and easy checkout processes.
- **Conversion Rate:** Measures the percentage of visitors who make a purchase. A low conversion rate may indicate issues with your website. Improve it by optimizing the site design, simplifying navigation, and ensuring a smooth checkout.
- **Average Order Value (AOV):** Measures how much customers spend on average per order. Increase AOV by offering product bundles, upselling, and providing discounts on higher purchase amounts.
- **Traffic Source:** Tracks where your visitors are coming from. Focus marketing efforts on the most effective sources.
- **Device Type Visits:** Tracks the types of devices visitors use. Ensure your website is mobile-friendly and optimized for the devices most commonly used by your visitors.



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## 2. Finance reports

Finance reports show your sales, payments, liabilities, and gross profit. They organize your sales and returns, as well as the taxes you need to pay, making bookkeeping easier. You can select the timeframe that interests you and get the data for that month or quarter ready to export as a spreadsheet or print for accounting purposes.

You can add or remove metrics, dimensions, and filters to customize the reports to better fit your needs. If an order contains more than one product, each product shows in the report as a separate sale or return, including shipping charges. Clicking on an order number reveals the details of the order.

### Key Metrics:

- Sales: Total revenue generated from sales. If sales are low, consider running promotions, improving product descriptions, and optimizing your website.
- Payments: Details of payments received and pending.
- Liabilities: Amounts owed, including taxes and other obligations.
- Gross Profit: Revenue minus the cost of goods sold, showing profitability.
- Sales and Returns: Tracks the number of sales and returns for accurate record-keeping. Reduce returns by improving product quality and providing clear, detailed product descriptions.
- Taxes: Shows the amount of tax collected and owed.

Finances	
<a href="#">Print</a>	
All channels ▾	
Month to date	
<b>Sales</b>	
Gross sales	\$15,859.27
Discounts	\$0.00
Returns	-\$158.00
Net sales	\$15,701.27
Shipping	\$59.00
Taxes	\$712.27
Total sales	\$16,472.54
<b>Payments</b>	
Bank deposit	\$2.00
Cash	\$12,925.85
Cash on delivery (COD)	\$2,746.24
Check	\$19.86
External credit	\$372.96
Money order	\$111.83
Store credit	\$299.93
Total payments	\$16,478.67
<b>Liabilities</b>	
Gift card sales	\$110.00
Gift cards outstanding balance (on Oct 23)	\$3,402.08
Tips	\$0.00
<b>Gross Profit</b>	
Net sales	\$15,701.27
Net sales without cost recorded	\$13,135.52
Net sales with cost recored	\$2,565.75
Cost of goods sold	\$352.00
Gross profit	\$2,213.75