

**amasty**

For more details see how the [Advanced Reports for Magento 2](#) extension works.

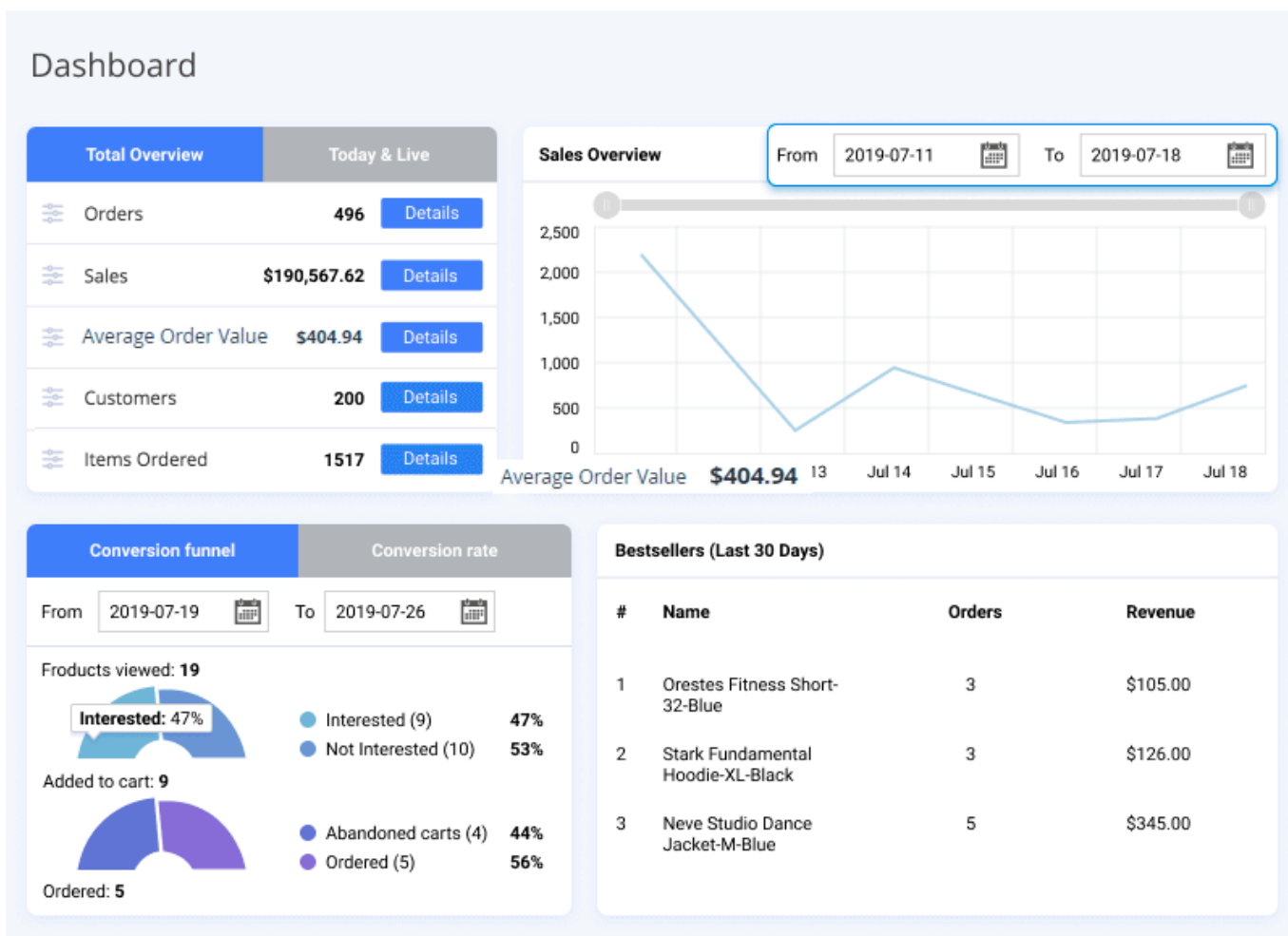
# Guide for Advanced Reports for Magento 2

Using advanced reports, you can significantly widen your analytical opportunities. Gather and process important statistical data to produce an efficient marketing strategy.

- Get 20+ ready-made essential e-commerce reports
- Have all key metrics at hand on the informative dashboard
- Analyze sales dynamics comparing different periods
- Track your sales performance in real time
- Build an unlimited number of custom reports
- Use multiple filters for each report type

## Dashboard

Have key metrics at hand, placing widgets with the most significant stats in the reports dashboard. You can find the Advanced Reports Dashboard by going to **Reports** → **Advanced Reports** in the Magento 2 admin panel.



To configure the Reports Dashboard, please, do the following:

- Select the most important report parameters that will be displayed on the top bar. Press the *Settings* icon to see a popup dropdown with all the available parameters. Choose the parameters you want to be displayed right from the dashboard start.
- Press *Details* to see more specific data for each particular parameter.
- Check **Today & Live** block on the dashboard to see what is going on in your store right now.

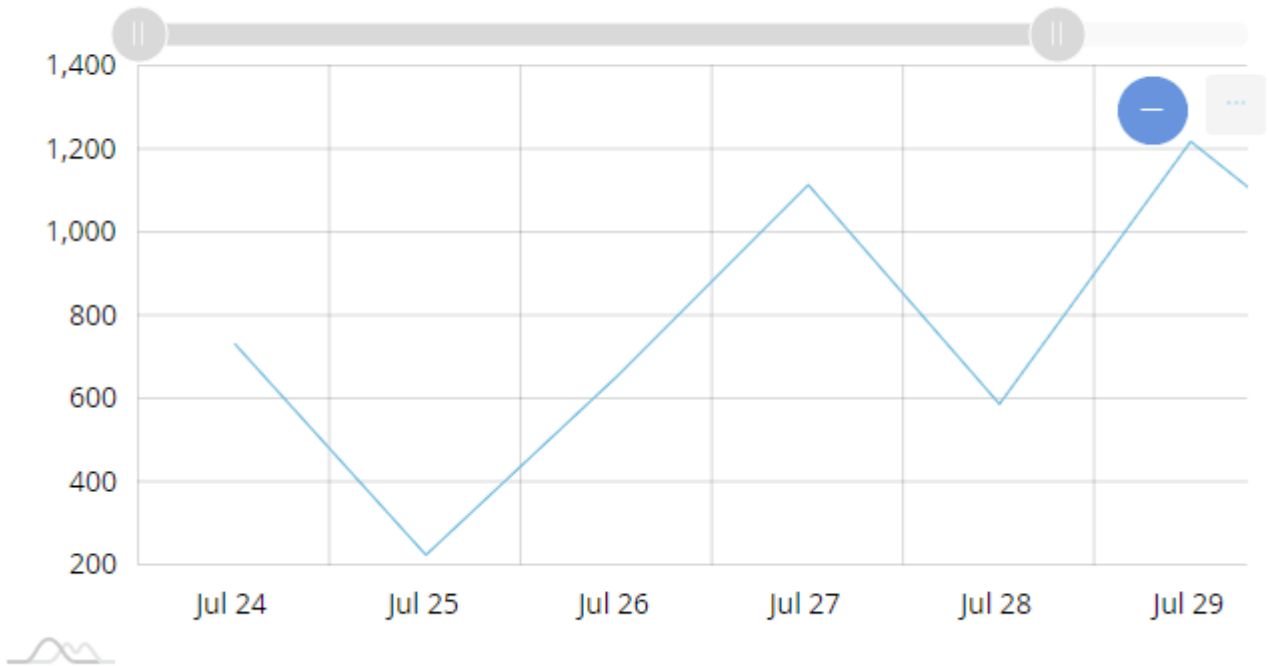
The screenshot shows the 'Dashboard' interface with a dropdown menu set to 'All Store Views'. The 'Today & Live' tab is active, displaying a list of metrics. A red box highlights the settings icon for the 'Orders' metric, and an arrow points to a settings menu on the left containing 'Orders', 'Sales', 'Customers', 'Items Ordered', 'Refunded', and 'Abandoned Cart'.

Total Overview		Today & Live	
Orders	469		<a href="#">Detail</a>
Sales	\$190,567.62		<a href="#">Detail</a>
Customers	200		<a href="#">Detail</a>
Items Ordered	1517		<a href="#">Detail</a>
Refunded	\$7.64		<a href="#">Detail</a>
Abandoned Cart	0		<a href="#">Detail</a>

- Specify the time interval for a *Sales overview* graph. Select a particular month and year from dropdowns, pick a day from the grid and the data will be updated automatically. Otherwise, input a date manually in the *From* and *To* fields and press *Enter*.
- Use slider to have more detailed view on particular data.

## Sales Overview

From  To

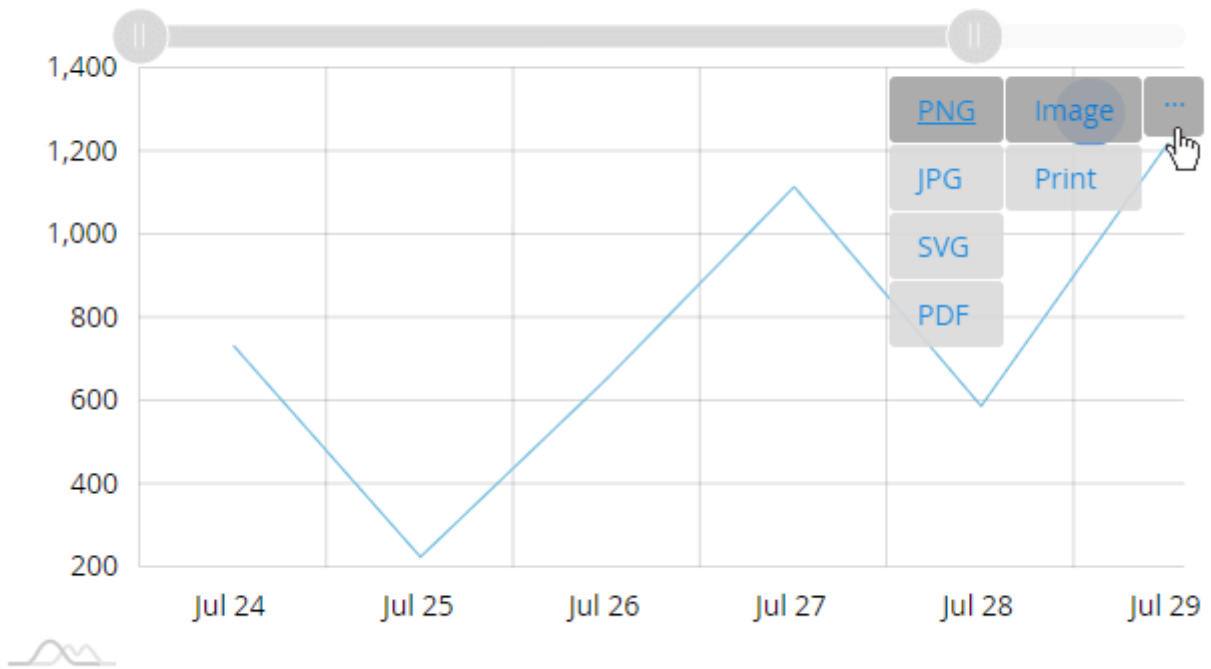


You can easily save any of your charts as images in PNG, JPG, SVG and PDF format. Also, you can print it if needed.

### Sales Overview

From 2019-07-24

To 2019-07-31



- Set the time period for a *Conversion funnel* and a *Conversion Rate*.

### Conversion funnel

From 2019-01-02 To 2019-07-09

Products viewed: 9



- Interested (9) 47%
- Not Interested (10) 53%

Added to cart 9



- Abandoned carts (4) 44%
- Ordered (5) 56%

Ordered 5

- See the *Bestsellers* list.

### Bestsellers (Last 30 days)

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#	Name	Orders	Revenue
1	Geo Insulated Jogging Pant-34-Blue	8	\$408.00
2	Stark Fundamental Hoodie-XL-Black	3	\$126.00
3	Jupiter All-Weather Trainer -M-Blue	5	\$284.95
4	Ryker LumaTech™ Tee (V-neck)-L-Black	2	\$56.00
5	Hyperion Elements Jacket-L-Green	4	\$204.00
6	Primo Endurance Tank-M-Blue	4	\$116.00
7	Layla Tee-XS-Red	4	\$116.00
8	Aero Daily Fitness Tee-L-Black	4	\$96.00
9	Miko Pullover Hoodie-XL-Orange	2	\$138.00
10	Hyperion Elements Jacket-XL-Green	2	\$102.00

- View *Last order's* details on a grid.

### Last order

Order	Customer	Status	Date	Items	Grand Total
#000000324	Jhon_53 Deo_53	pending	2019-11-04 14:38:11	5	\$508.40
#000000211	Jhon_25 Deo_25	pending	2019-11-04 14:36:19	3	\$309.40
#000000165	Jhon_13 Deo_13	pending	2019-11-04 14:35:39	3	\$528.77
#000000160	Jhon_12 Deo_12	pending	2019-11-03 14:35:35	3	\$490.20
#000000316	Jhon_51 Deo_51	pending	2019-11-02 14:38:02	5	\$653.00
#000000032	Jhon_0 Deo_0	pending	2019-10-31 15:12:45	4	\$399.80
#000000410	Jhon_60 Deo_60	pending	2019-10-30 14:41:37	4	\$329.20
#000000318	Jhon_52 Deo_52	pending	2019-10-27 14:38:04	4	\$694.60
#000000038	Jhon_0 Deo_0	pending	2019-10-25 15:13:02	4	\$527.40
#000000011	Jhon_0 Deo_0	pending	2019-10-23 15:11:23	2	\$369.60

## Configuration

To choose order statuses you want to be used in all Sales Reports, please, go to **Amasty → Advanced Reports → Configuration**.

## General

### Order Status used in Sales Reports [global]

- Canceled
- Closed
- Complete
- Suspected Fraud
- On Hold
- Payment Review
- PayPal Canceled Reversal
- PayPal Reversed
- Pending
- Pending Payment
- Pending PayPal
- Processing

Please select an Order Status to be used in Sales Reports.

### Product Attribute used in Brands Report [global]

Please choose an attribute to be used as Brand in Brands Report.

**Product Attribute used in Brands Report** - choose an attribute to be used as Brand in Brands Report.

From the left navigation menu you can switch between different stats. Let's check them.

## Sales and Orders

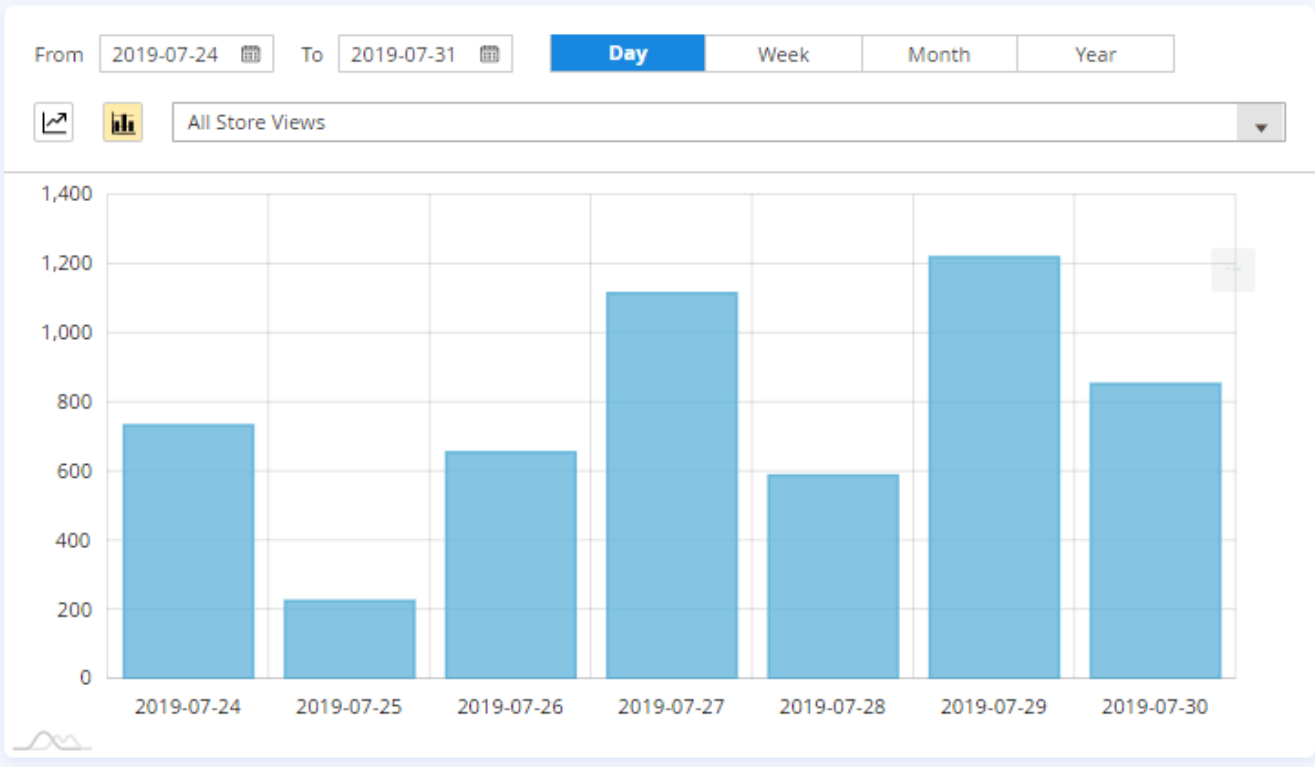
### Overview

Select the time interval to view reports data.

The module displays information for the last 7 days by default.

Choose the step interval for data generation (day, week, month). Choose the way of visualization of the report: line chart or bar graph.

# Overview



**Columns.** Manage columns for the report grid. Choose which of them should be shown in the report.

Default View  Columns

10 out of 19 visible

Period	Shipping	Discounts	Total	Inv
<input checked="" type="checkbox"/> Period	<input checked="" type="checkbox"/> Number of Orders	<input checked="" type="checkbox"/> Items Ordered		
<input checked="" type="checkbox"/> Subtotal	<input checked="" type="checkbox"/> Tax	<input checked="" type="checkbox"/> Shipping		
<input checked="" type="checkbox"/> Discounts	<input checked="" type="checkbox"/> Total	<input checked="" type="checkbox"/> Invoiced		
<input checked="" type="checkbox"/> Refunded	<input type="checkbox"/> Number of Orders...	<input type="checkbox"/> Items Ordered, %		
<input type="checkbox"/> Subtotal, %	<input type="checkbox"/> Tax, %	<input type="checkbox"/> Shipping, %		
<input type="checkbox"/> Discounts, %	<input type="checkbox"/> Total, %	<input type="checkbox"/> Invoiced, %		
<input type="checkbox"/> Refunded, %				

See the total value of each column in a percentage or numeric format. Export the necessary

information to a CSV or XML file.

6 records found  per page Default View Columns Export  Value  Percent, %

Period	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
2019-06-05	2	6	\$797.00	\$0.00	\$85.00	-\$159.40	\$722.60	\$0.00	\$0.00
2019-06-06	2	9	\$1,487.00	\$0.00	\$130.00	-\$297.40	\$1,319.60	\$0.00	\$0.00
2019-06-07	3	11	\$1,551.00	\$0.00	\$180.00	-\$310.20	\$1,420.80	\$0.00	\$0.00
2019-06-08	2	6	\$639.00	\$0.00	\$80.00	-\$127.80	\$591.20	\$0.00	\$0.00
2019-06-09	2	8	\$959.50	\$0.00	\$120.00	-\$159.70	\$919.80	\$0.00	\$0.00
2019-06-12	3	9	\$658.68	\$0.00	\$65.00	-\$68.40	\$655.28	\$122.68	\$0.00
N/A	Σ: 14	Σ: 49	Σ: \$6,092.18	Σ: \$0.00	Σ: \$660.00	Σ: -\$1,122.90	Σ: \$5,629.28	Σ: \$122.68	Σ: \$0.00

### Sales Comparison

Compare sales data by custom periods with the 'Sales Comparison' report. Set several time ranges you want to compare and click the **Compare** button. You can set to compare specified periods by days, weeks, months and years. Also, you can choose a store view you want to compare sales of different periods within.

Range #1

From

Range #2

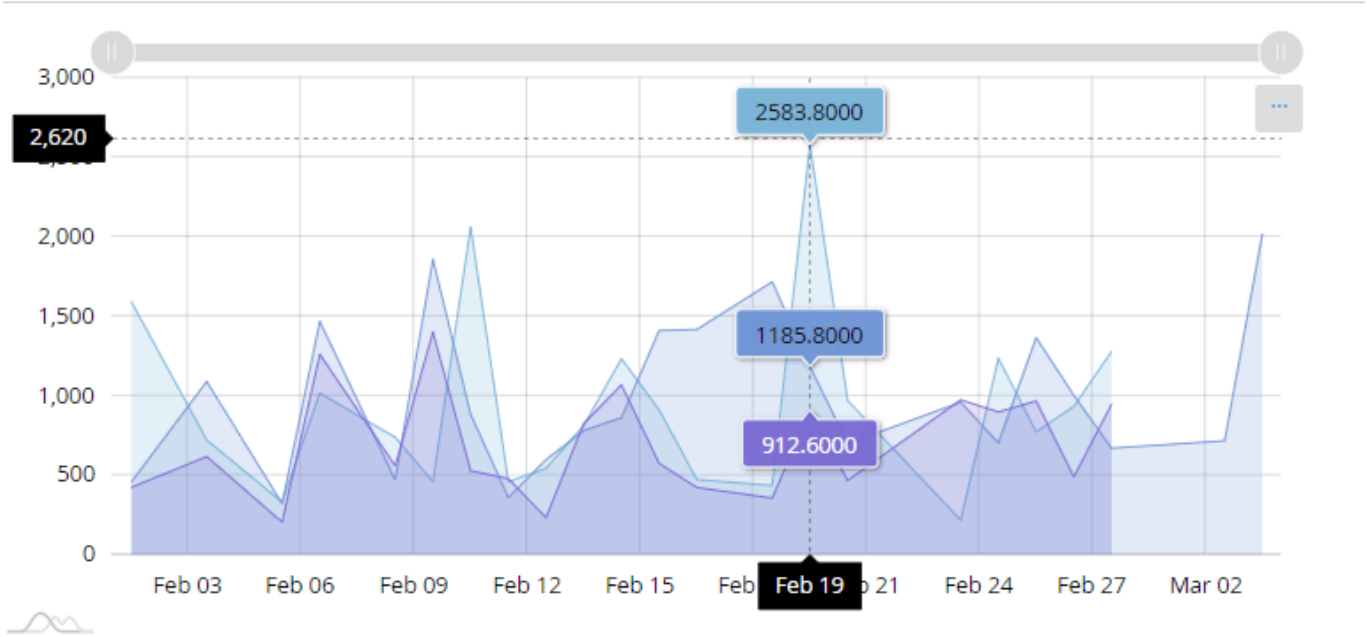
From

Range #3

From

**Day** | Week | Month | Year | All Store Views

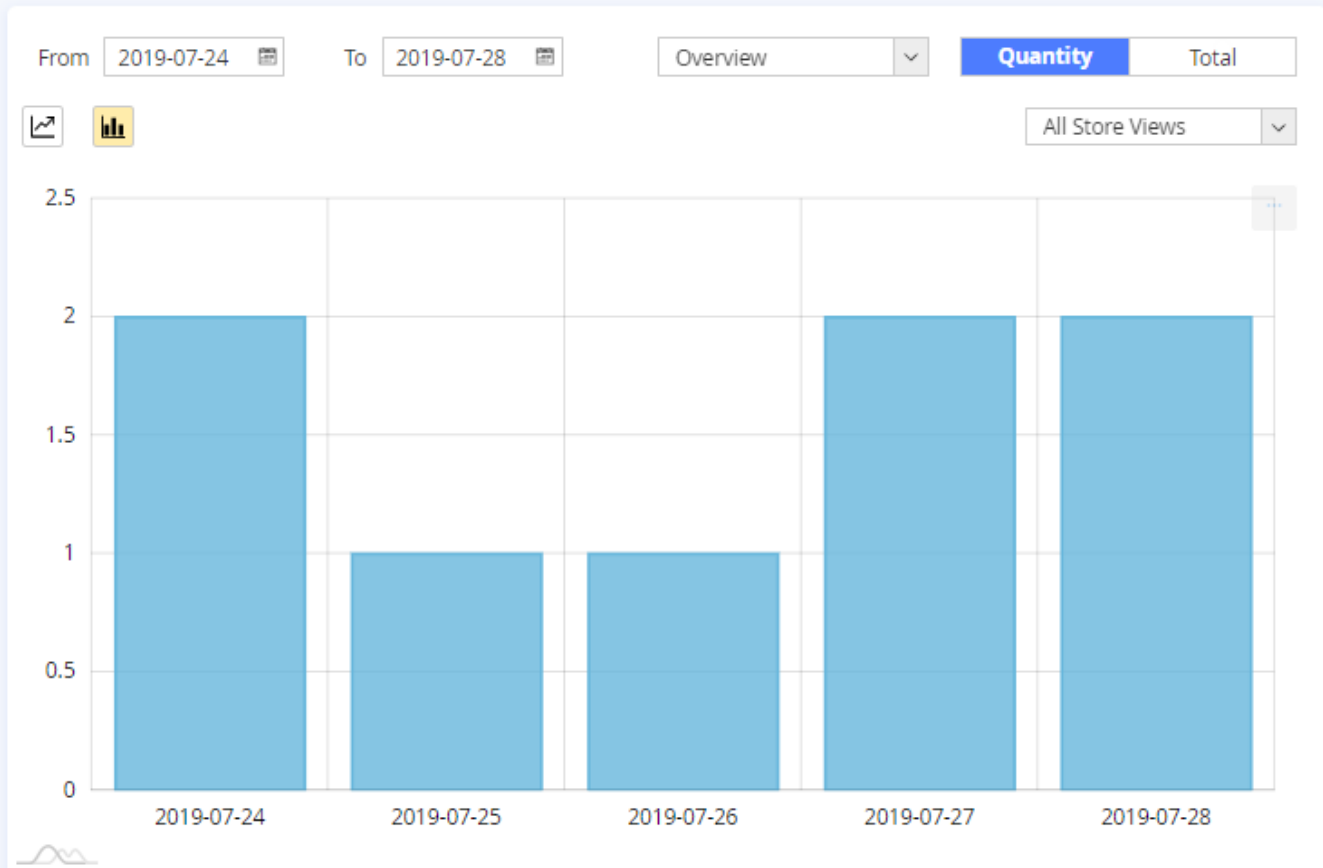
Compare



### Configure Orders Report

Get a full list of orders during a specified period. The extension updates order statuses in real-time so you'll see your revenue accurately calculated. Filter stats data by the number of sold products or by the total sum paid by customers within a specific time period (**Quantity/Total**). You can filter the orders **By Status**. Also, you can evaluate your orders' **Profit** on the Orders report (the default Cost attribute is used for calculations, so please make sure it's filled on products edit pages). Choose the way of visualization of the report: line chart or bar graph.

# Orders



5 records found

20 per page < 1 of 1 >

Default View Export Columns

Condition	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Cost	Profit
2019-07-24	2	20	\$792.00	\$0.00	\$100.00	-\$158.40	\$733.60	\$297.80	\$0.00	\$633.60
2019-07-25	1	8	\$232.00	\$0.00	\$40.00	-\$46.40	\$225.60	\$0.00	\$0.00	\$185.60
2019-07-26	1	12	\$744.00	\$0.00	\$60.00	-\$148.80	\$655.20	\$655.20	\$0.00	\$595.20
2019-07-27	2	23	\$1,251.00	\$0.00	\$115.00	-\$250.20	\$1,115.80	\$0.00	\$0.00	\$1,000.80
2019-07-28	2	13	\$630.00	\$0.00	\$65.00	-\$106.40	\$588.60	\$359.60	\$0.00	\$523.60

## Configure Order Items Report

View the report *By Order Items*, to see the orders split per separate products.

# Order Items

From

To

All Store Views

1548 records found

per page   of 78

|  |  |

Order ID	Order Status	Order Date	Payment Method	Product Name	Price	Qty Ordered	Subtotal	Tax	Discounts	Row Total	Thumbnail
000000001	Processing	Jun 24, 2016 7:25:30 AM	Check / Money order	<a href="#">Iris Workout Top-XS-Red</a>	\$0.00	1	\$0.00	\$0.00	\$0.00	\$0.00	
000000002	Complete	Jun 24, 2016 7:25:32 AM	Check / Money order	<a href="#">Minerva LumaTech™ V-Tee-XS-Blue</a>	\$0.00	1	\$0.00	\$0.00	\$0.00	\$0.00	
000000033	Pending	Nov 3, 2016 3:12:47 PM	Check / Money order	<a href="#">Ajax Full-Zip Sweatshirt - XL-Green</a>	\$69.00	4	\$276.00	\$0.00	\$55.20	\$220.80	
000000033	Pending	Nov 3, 2016 3:12:47 PM	Check / Money order	<a href="#">Vulcan Weightlifting Tank-S-Black</a>	\$28.00	1	\$28.00	\$0.00	\$5.60	\$22.40	

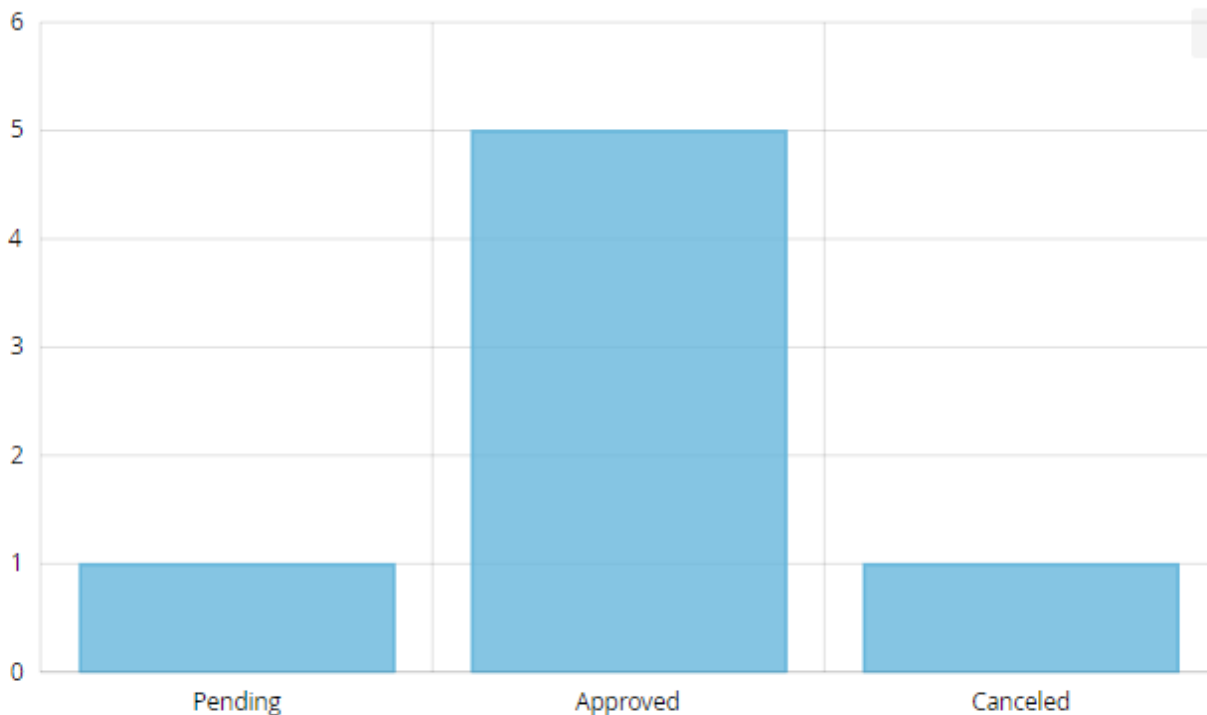
## View Quotes Report

We implemented integration with our **Request a Quote** extension and added a new report type, which allows you to monitor quotes overview by their status.

# Quotes

From  To  Quantity Total

All Store Views



3 records found

20 per page 1 of 1

Default View Export Columns

Quote Status	Number of Quotes	Items Quoted	Discount Amount	Subtotal	Tax	Shipping	Total
Pending	1	1	-\$4.00	\$94.00	\$0.00	\$0.00	\$94.00
Approved	5	5	\$378.00	\$730.00	\$37.46	\$0.00	\$767.46
Canceled	1	1	-\$20.00	\$200.00	\$16.50	\$0.00	\$216.50

Please note, that for the Quotes Report display, the **Magento 2 Request a Quote** extension should be installed at your store.

## Sales By

## Check Sales by Hour/ Week Reports

Use time-based reports to figure out which time periods (**days of the week, hours**) bring you more sales. You can filter by **Quantity** and **Total** or specify the particular **Store**.

Two reports have identical settings and can be configured in a few clicks.

### Hour

From  To  Quantity Total

Hour	Number of Orders
14	10
15	2

2 records found  per page < 1 of 1 >

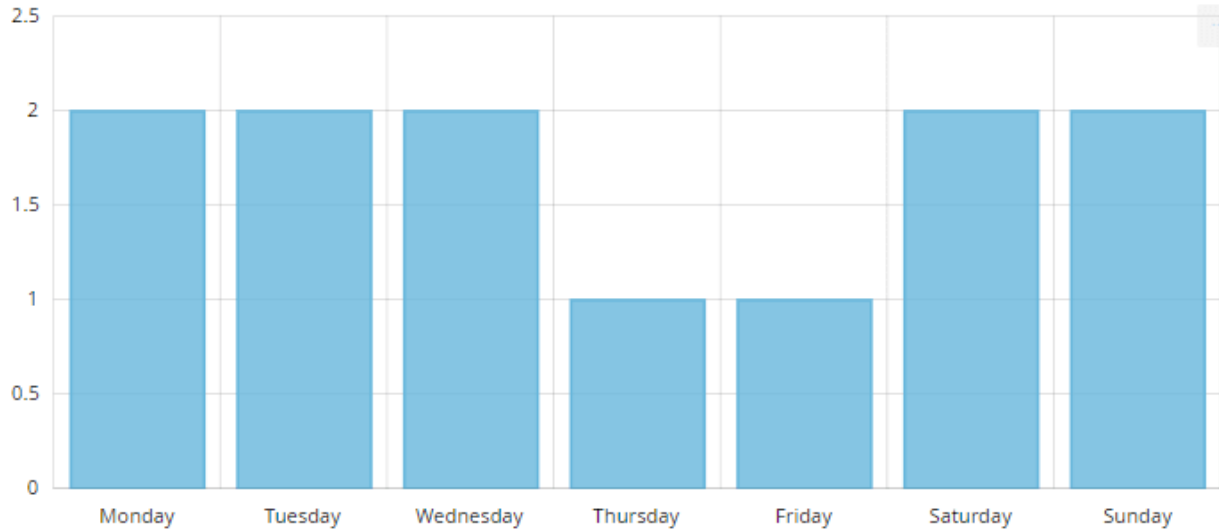
Hour	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
14	10	31	\$5,222.00	\$0.00	\$530.00	-\$1,024.80	\$4,727.20	\$655.20	\$0.00
15	2	5	\$731.00	\$0.00	\$80.00	-\$146.20	\$664.80	\$0.00	\$0.00

## Week

From  To

**Quantity** Total

All Store Views



7 records found  per page  of 1

Day Of Week	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
Monday	2	6	\$1,381.00	\$0.00	\$115.00	-\$276.20	\$1,219.80	\$0.00	\$0.00
Tuesday	2	6	\$923.00	\$0.00	\$115.00	-\$184.60	\$853.40	\$0.00	\$0.00
Wednesday	2	5	\$792.00	\$0.00	\$100.00	-\$158.40	\$733.60	\$0.00	\$0.00
Thursday	1	2	\$232.00	\$0.00	\$40.00	-\$46.40	\$225.60	\$0.00	\$0.00
Friday	1	5	\$744.00	\$0.00	\$60.00	-\$148.80	\$655.20	\$655.20	\$0.00
Saturday	2	7	\$1,251.00	\$0.00	\$115.00	-\$250.20	\$1,115.80	\$0.00	\$0.00
Sunday	2	5	\$630.00	\$0.00	\$65.00	-\$106.40	\$588.60	\$0.00	\$0.00

## Configure Sales by Country Report

Easily study your customers' geolocation and get access to the sales data by countries.

The report shows stats data based either on the number of sold products (**Quantity**) or on the **Total** sum paid by customers within a specific time period. Use a map for better info perception.

# Country

From  To

**Quantity** Total

All Store Views



2 records found  per page < 1 of 1 >

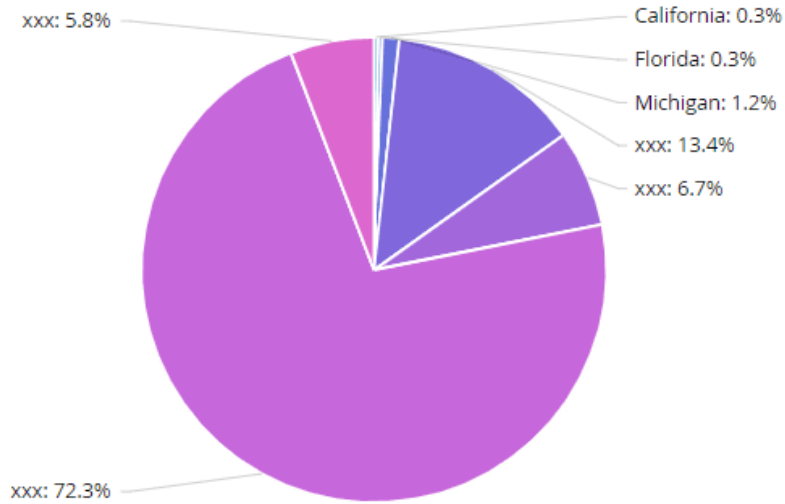
Country	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
IN	289	941	\$129,961.22	\$0.00	\$14,595.00	-\$25,057.45	\$119,498.77	\$655.20	\$0.00
US	4	7	\$259.63	\$5.03	\$25.00	\$0.00	\$289.66	\$289.66	\$7.64

## Generate Sales by State Report

View Country-State report to analyze sales data per state.

## Country - State

From  To  **Quantity** Total All Store Views



7 records found  per page  of 1

State	Country	Orders	Items	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
California	US	1	2	\$80.95	\$0.00	\$10.00	\$0.00	\$90.95	\$90.95	\$0.00
Florida	US	1	3	\$117.68	\$0.00	\$5.00	\$0.00	\$122.68	\$122.68	\$0.00
Michigan	US	4	5	\$199.89	\$16.49	\$20.00	\$0.00	\$236.38	\$76.03	\$7.64
xxx	BY	46	158	\$23,412.25	\$0.00	\$2,465.00	-\$4,594.85	\$21,282.40	\$7,538.60	\$0.00

### Configure Payment Type Report

3 records found  per page  of 1

Payment Type	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
Bank Transfer Payment	99	290	\$42,014.93	\$5.03	\$4,400.00	-\$7,937.18	\$38,482.78	\$11,458.63	\$7.64
Cash On Delivery	150	510	\$69,069.26	\$0.00	\$7,775.00	-\$13,381.05	\$63,463.21		
Check / Money order	222	720	\$96,624.77	\$11.46	\$10,740.00	-\$18,594.25	\$88,781.98	\$43,119.11	\$828.20

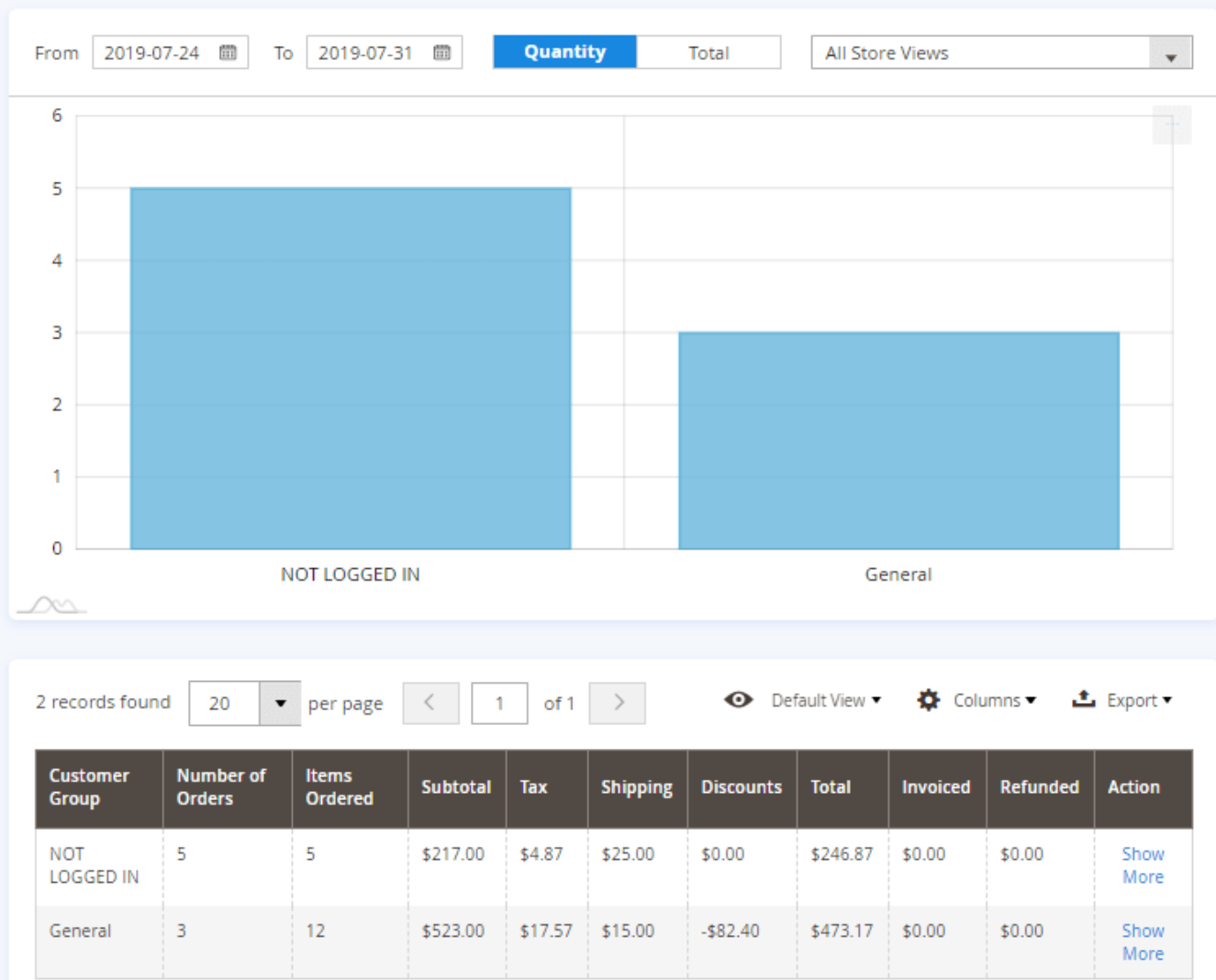
Due to the report you'll get detailed information on the most popular payment types utilized by your customers.

Use these data to organize your order management.

(Fields available: *Payment Type, Number of Orders, Items Ordered, Subtotal, Tax, Shipping, Discounts, Total, Invoiced, Refunded*)

### Fine tune Customer Groups Report

## Customer Group



The report clearly shows which customer groups bring you more sales. You can filter stats data by the number of sold products or by the total sum paid by customers within a specific time period (**Quantity/Total**).

(Fields available: *Customer Group, Number of Orders, Items Ordered, Subtotal, Tax, Shipping, Discounts, Total, Invoiced, Refunded, Action*)

In the **Action** column you can click the **Show More** link to instantly see the 'Sales by Product' report filtered by the chosen customer group:

# By Product

From  To  Display  [+ New Rule](#)

1025 records found

per page   of 52

|  |  |

Thumbnail	SKU	Name	Number of orders	Quantity Sold	Quantity Ordered	Quantity Cancelled	Quantity Refunded	Total	Brand
	24-MB02	Fusion Backpack	1	4	4	0	0	\$188.80	N/A
	24-MB04	Strive Shoulder Pack	1	4	4	0	0	\$128.00	N/A
	24-MB05	Wayfarer Messenger Bag	2	5	5	0	0	\$180.00	N/A
	24-MB06	Rival Field Messenger	3	12	12	0	0	\$363.33	N/A

## Generate Sales by Coupons Report

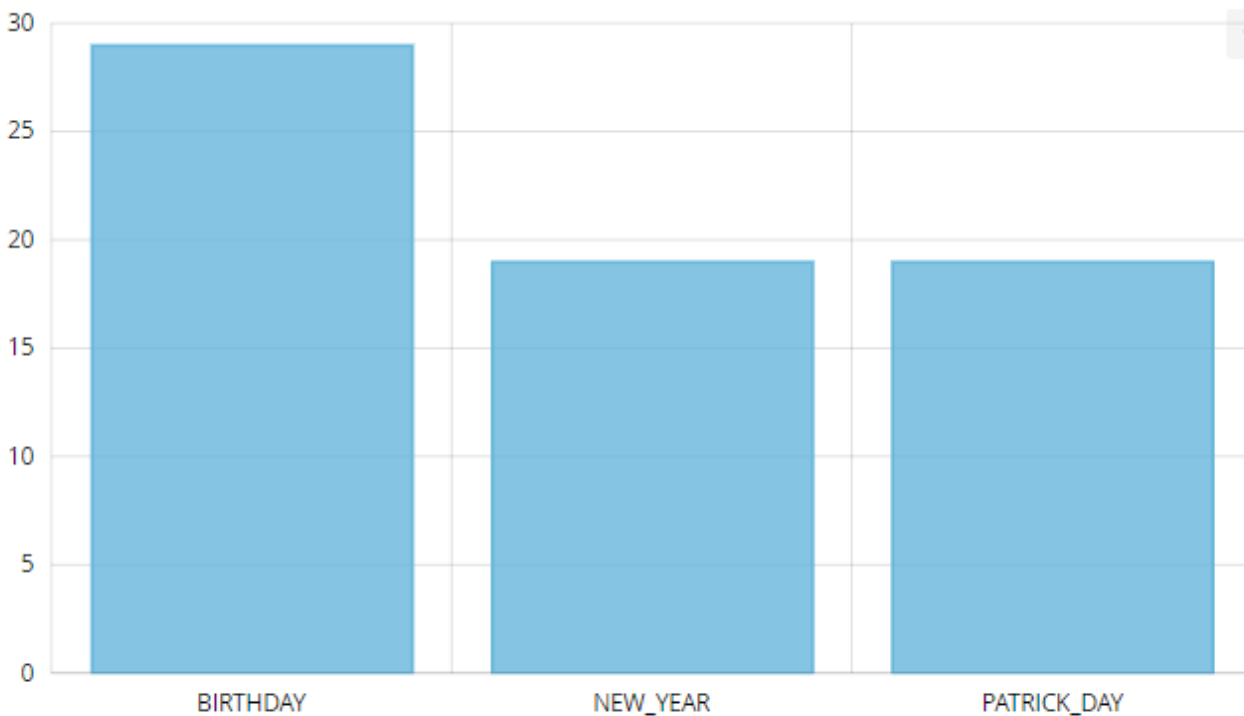
If you run promo campaigns on your web store, you need to keep track of conversions generated by the coupons you offer. Learn which promo codes appeared to be more effective.

*(Fields available: Coupon Code, Number of Orders, Items Ordered, Subtotal, Tax, Shipping, Discounts, Total, Invoiced, Refunded)*

# Coupon

From  To  **Total** | Items Ordered

All Store Views



3 records found  per page <  of 1 >

Coupon Code	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
BIRTHDAY	29	81	\$11,015.21	\$0.00	\$1,140.00	-\$1,991.64	\$10,163.57	\$0.00	\$0.00
NEW_YEAR	19	62	\$9,267.50	\$0.00	\$915.00	-\$1,787.70	\$8,394.80	\$4,645.00	\$0.00
PATRICK_DAY	19	60	\$8,328.95	\$0.00	\$880.00	-\$1,598.19	\$7,610.76	\$0.00	\$0.00



## Configure Sales by Category Report

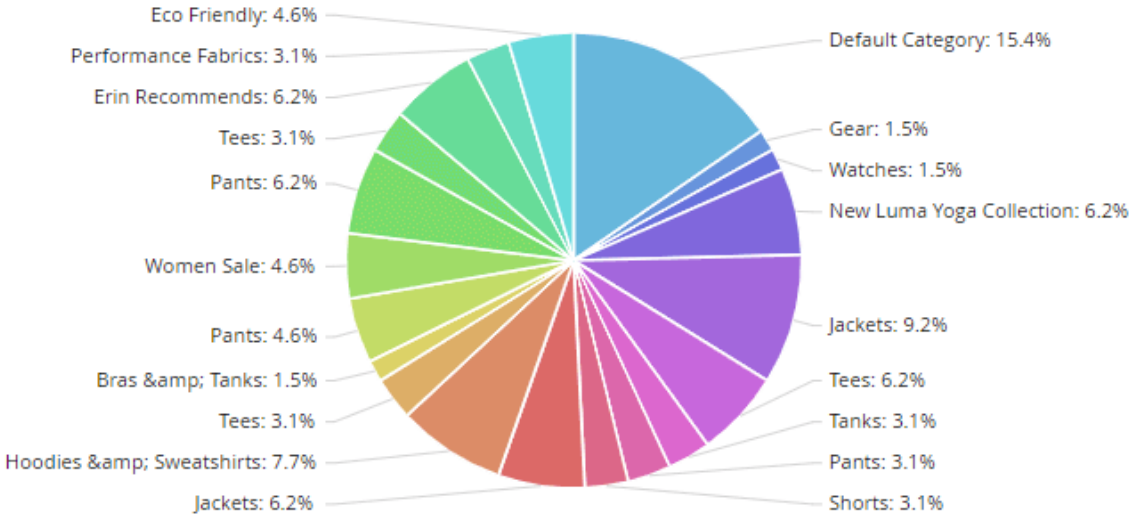
Use convenient graphs to study customers' demands. Find out which product groups enjoy greater popularity and restock accordingly.

(Fields available: *Category, Number of Orders, Items Ordered, Subtotal, Tax, Shipping, Discounts, Total, Invoiced, Refunded*)

Choose the way of visualization of the report: pie chart or bar graph.

### Category

From  To  **Quantity** Total  



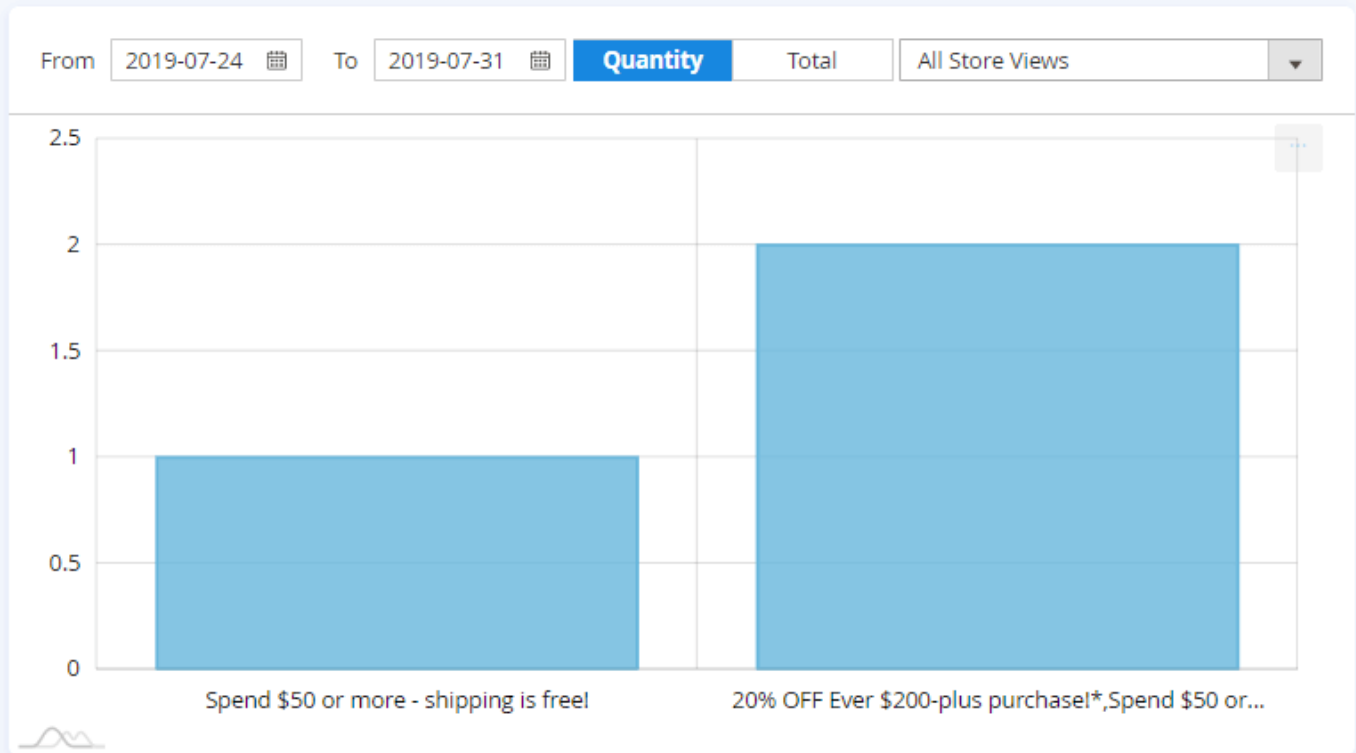
20 records found  per page  of 1

Category	Number of Orders	Items Ordered	Subtotal	Tax	Discounts	Total	Invoiced	Refunded
Default Category	10	19	\$3,029.00	\$0.00	\$605.80	\$3,029.00	\$705.00	\$0.00
Gear	1	1	\$98.00	\$0.00	\$0.00	\$98.00	\$0.00	\$0.00
Watches	1	1	\$98.00	\$0.00	\$0.00	\$98.00	\$0.00	\$0.00
New Luma Yoga Collection	4	6	\$734.00	\$0.00	\$146.80	\$734.00	\$295.00	\$0.00
Jackets	6	7	\$1,746.00	\$0.00	\$349.20	\$1,746.00	\$0.00	\$0.00
Tees	4	4	\$426.00	\$0.00	\$85.20	\$426.00	\$39.00	\$0.00
Tanks	2	3	\$348.00	\$0.00	\$69.60	\$348.00	\$0.00	\$0.00

### Configure Sales by Cart Price Rules report

In this tab, you can check your cart price rules' effectiveness.

# Cart Price Rules



2 records found  per page  filters Default View Columns Export

Cart Price Rule	Number of Orders	Items Ordered	Subtotal	Tax	Shipping	Discounts	Total	Invoiced	Refunded
Spend \$50 or more - shipping is free	1	1	\$59.00	\$4.87	\$5.00	\$0.00	\$68.87	\$0.00	\$0.00
20% OFF Ever \$200-plus purchase!*,Spend \$50 or more - shipping is free	2	11	\$478.00	\$17.57	\$10.00	-\$82.40	\$423.17	\$0.00	\$0.00

## Catalog

### Configure Product Report

Set the necessary time period to get a detailed product sales report. The report includes:

- Product Thumbnail
- Product SKU

- Product Name
- Product Quantity
- Quantity Sold (is calculated as “qty sold = qty ordered - qty cancelled - qty refunded”)
- Quantity Ordered
- Quantity Cancelled
- Quantity Refunded
- Product Total
- Brand

## By Product

From  To  Display  [+ New Rule](#)

1025 records found

per page   of 52

|  |  |

Thumbnail	SKU	Name	Number of orders	Quantity Sold	Quantity Ordered	Quantity Cancelled	Quantity Refunded	Total	Brand
	24-MB02	Fusion Backpack	1	4	4	0	0	\$188.80	N/A
	24-MB04	Strive Shoulder Pack	1	4	4	0	0	\$128.00	N/A
	24-MB05	Wayfarer Messenger Bag	2	5	5	0	0	\$180.00	N/A
	24-MB06	Rival Field Messenger	3	12	12	0	0	\$363.33	N/A

You can filter **By Product** stats data by customer group, SKU or a product name.

When closing order with a bundle product, the “bundle” value won't be marked in the **Quantity Cancelled** column.

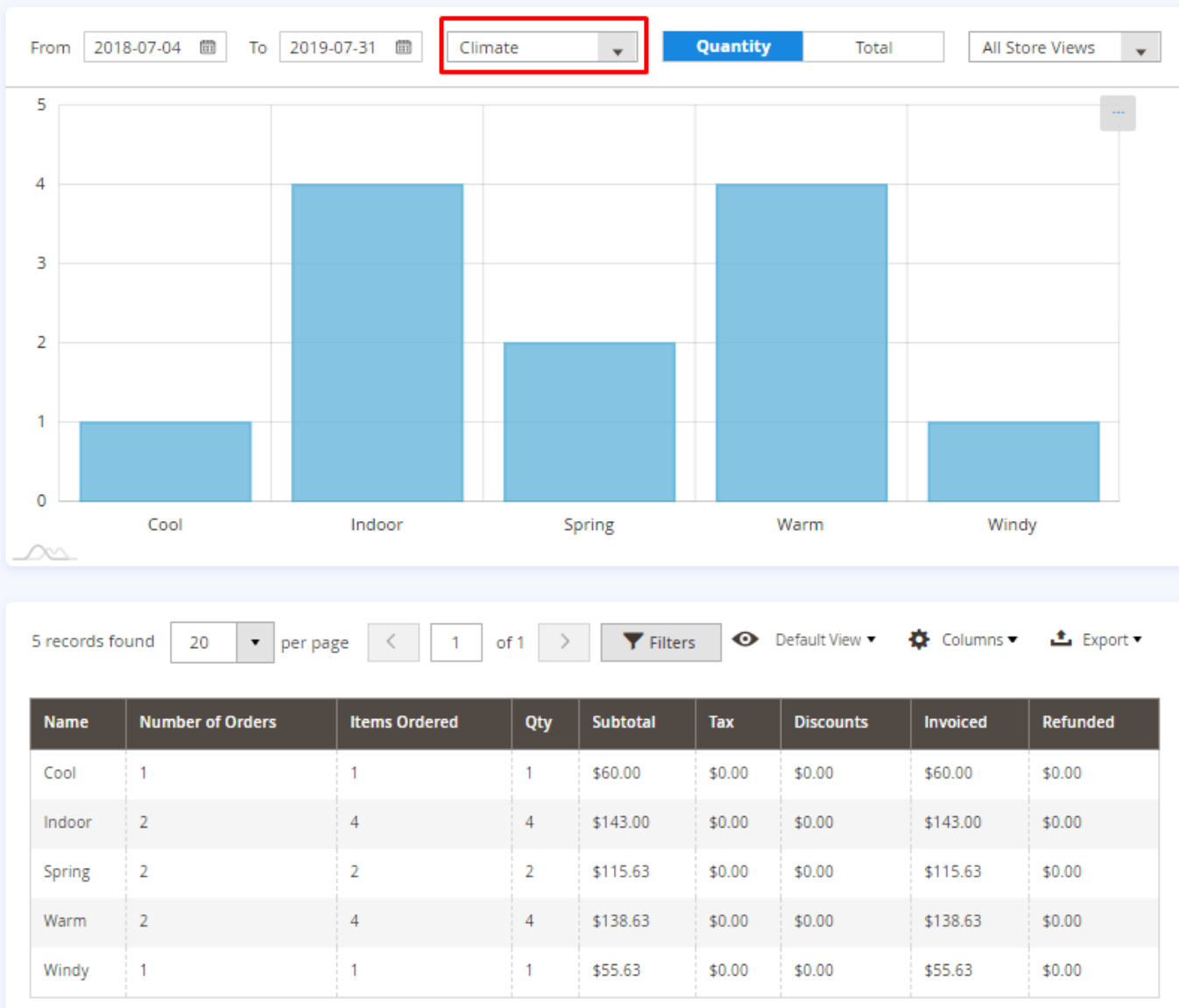
In this section, you may also generate custom rule-based product reports. Please, refer to '[Custom Reports](#)' section to know more.

## Generate Reports Based on Product Attributes

The report allows you to learn which product configurations generate more conversions. Set the time period and select the necessary product attribute or attribute set in a dropdown to get detailed stats data.

You can also choose to show reports based on product attribute set.

### By Product Attributes



In the **Discounts** column only the discounts from cart price rules are counted.

You may use default attributes for your report or create custom ones.

# By Product Attributes

From  To

0 records found  per page  of 1

Name	Number of Orders	Qty

Choose Attribute

- Material
- Display Actual Price
- Display Product Options In
- Layout
- Pattern
- Price View
- Quantity
- Ship Bundle Items
- Size
- Sleeve
- Enable Product
- Strap/Handle
- Style Bags
- Style Bottom
- Style General
- Tax Class
- test
- Visibility
- Other**
- Attribute Set

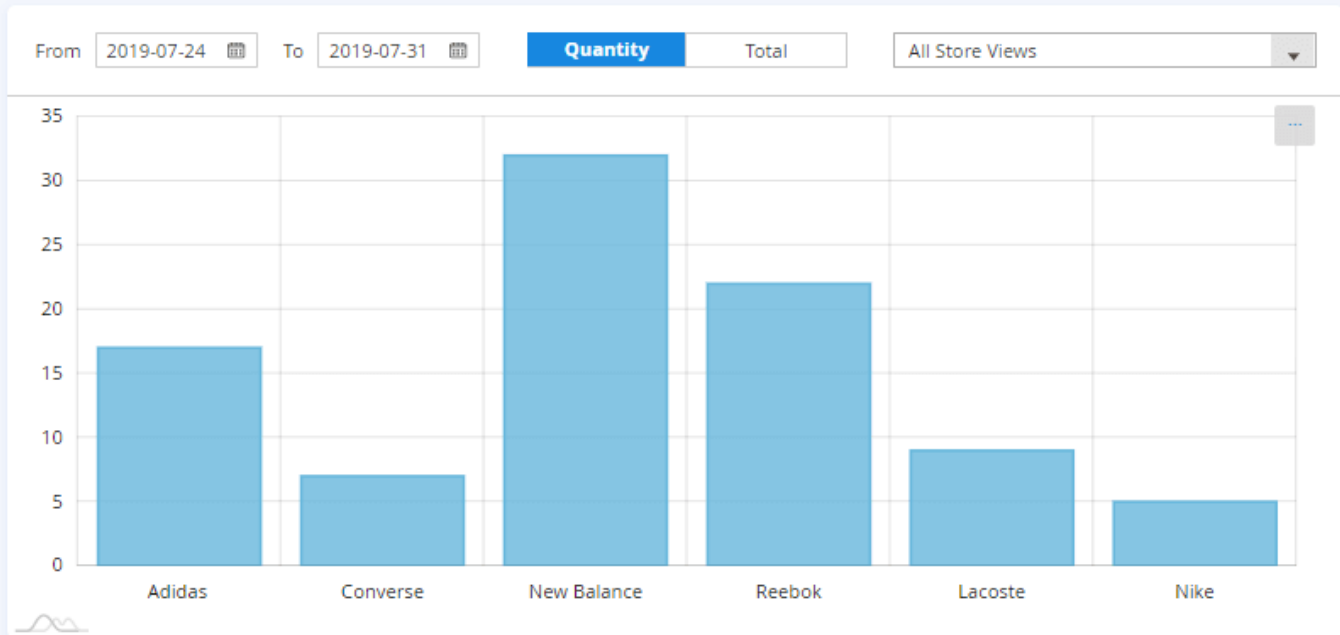
To create a new attribute, please go to Stores → Product → Add New Attribute.

To create a new attribute set, please go to Stores → Attribute Set → Add Attribute Set.

## Check Reports Based on Brands

The extension also allows seeing the statistics based on brands. This feature will be useful for the owner of a multi-brand store.

## By Brands



6 records found  per page  of 1

Name	Number of Orders	Items Ordered	Qty	Subtotal	Tax	Discounts	Invoiced	Refunded
Adidas	3	4	17	\$493.00	\$0.00	\$98.60	\$0.00	\$0.00
Converse	2	2	7	\$440.00	\$0.00	\$88.00	\$296.00	\$0.00
New Balance	8	9	32	\$2,079.00	\$0.00	\$415.80	\$114.00	\$0.00
Reebok	6	6	22	\$643.00	\$0.00	\$128.60	\$39.00	\$0.00
Lacoste	2	2	9	\$402.00	\$0.00	\$80.40	\$0.00	\$0.00
Nike	2	2	5	\$208.00	\$0.00	\$41.60	\$0.00	\$0.00

### Configure Bestsellers Report

Find out which products enjoy greater popularity depending on a specific time period (month, year etc.) Set the time interval to get a detailed bestsellers report. The report includes:

- Product Thumbnail
- Product SKU
- Product Name
- Product Quantity
- Product Total





# Bestsellers

From  To  Display  [+ New Rule](#)

1016 records found

per page   of 51

|  |  |

Thumbnail	SKU	Name	Quantity	Total
	WJ12-S-Blue	Olivia 1/4 Zip Light Jacket-S-Blue	45	\$3,465.00
	24-WG085	Sprite Yoga Strap 6 foot	23	\$322.00
	MS01-M-Black	Aero Daily Fitness Tee-M-Black	16	\$384.00
	WJ08-L-Gray	Adrienne Trek Jacket-L-Gray	15	\$855.00

You can filter *Bestsellers* stats data by SKU or a product name.

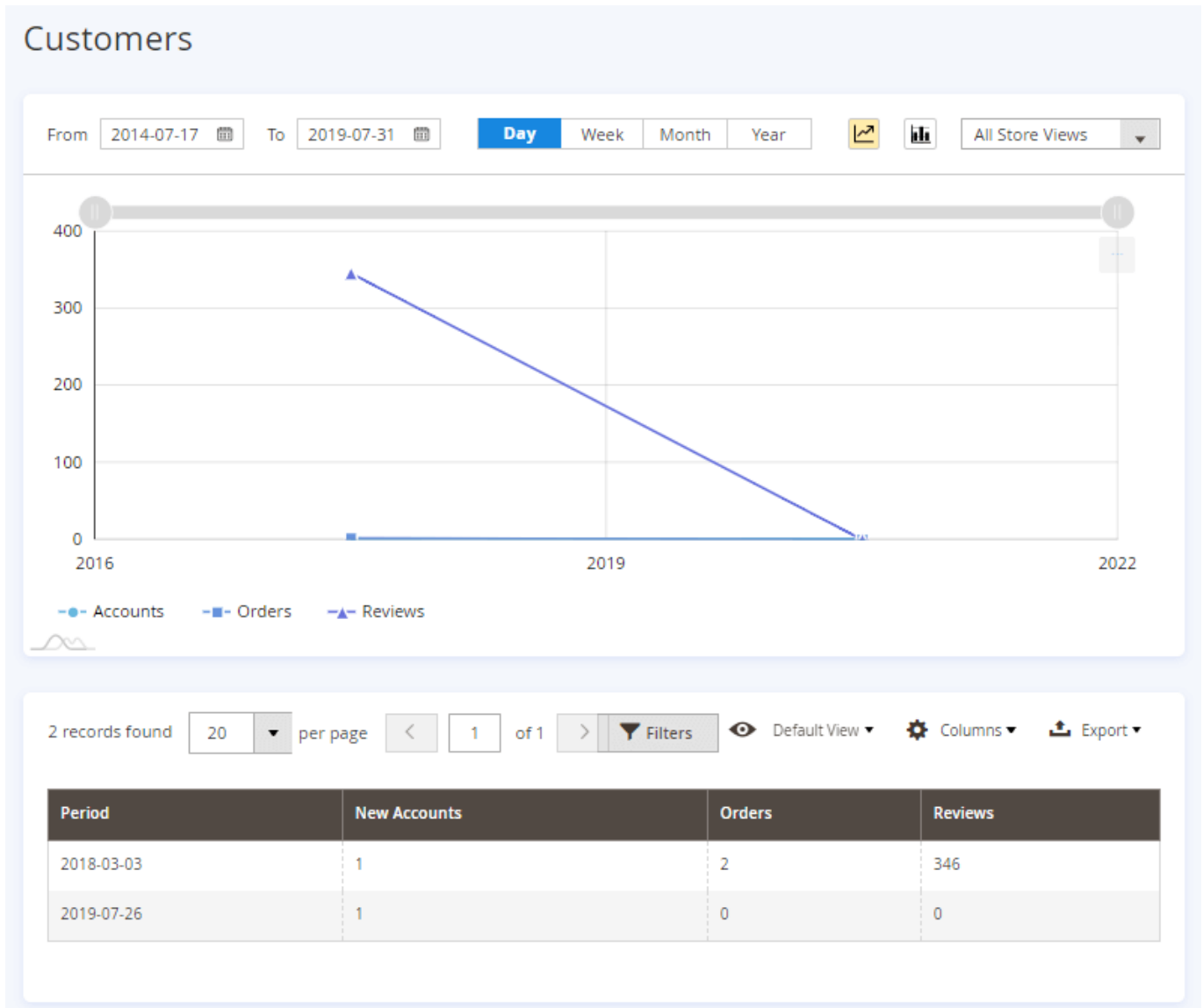
## Customers

### Configure Customer Report

Generate customer report based on a specific time period. Select the necessary time step (**Day**, **Week**, **Month**, **Year**) to tailor the report to your needs.

Manage data display on the graph by enabling/disabling such parameters as:

- *New Accounts*;
- *Orders*;
- *Reviews*.



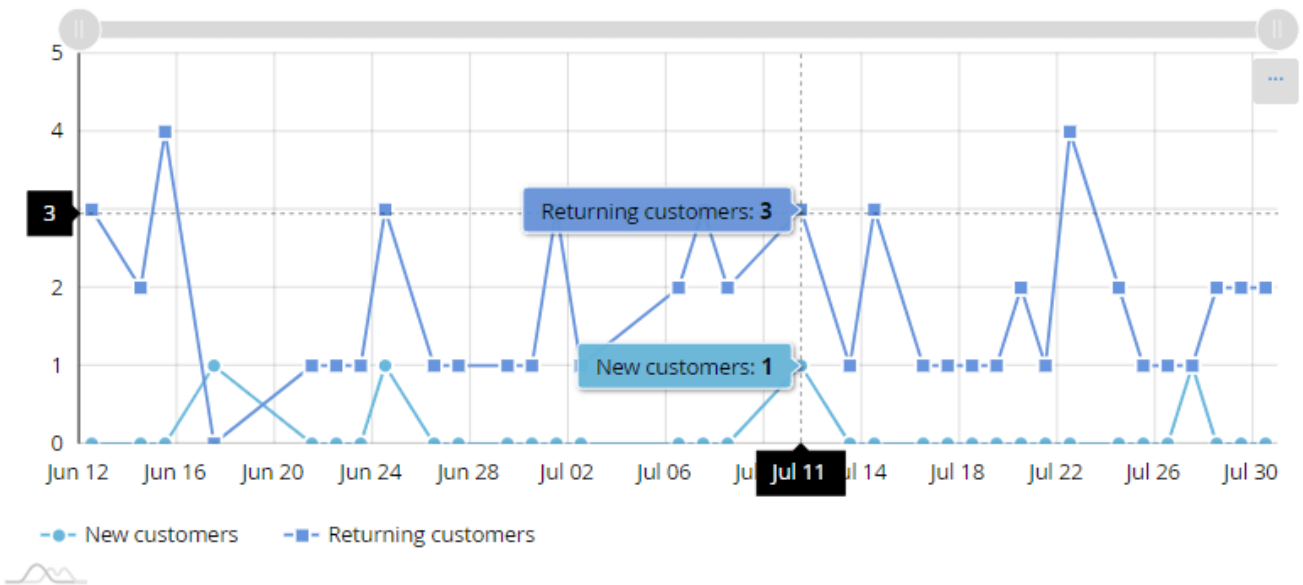
## Check New vs. Returning Customers Report

Easily study your audience to analyze your sales strategy. See the results for *New* and *Returning Customers*.

# New vs Returning Customers

From 2019-06-10 To 2019-07-31 Day Week Month Year

All Store Views



0 records found 20 per page 1 of 1

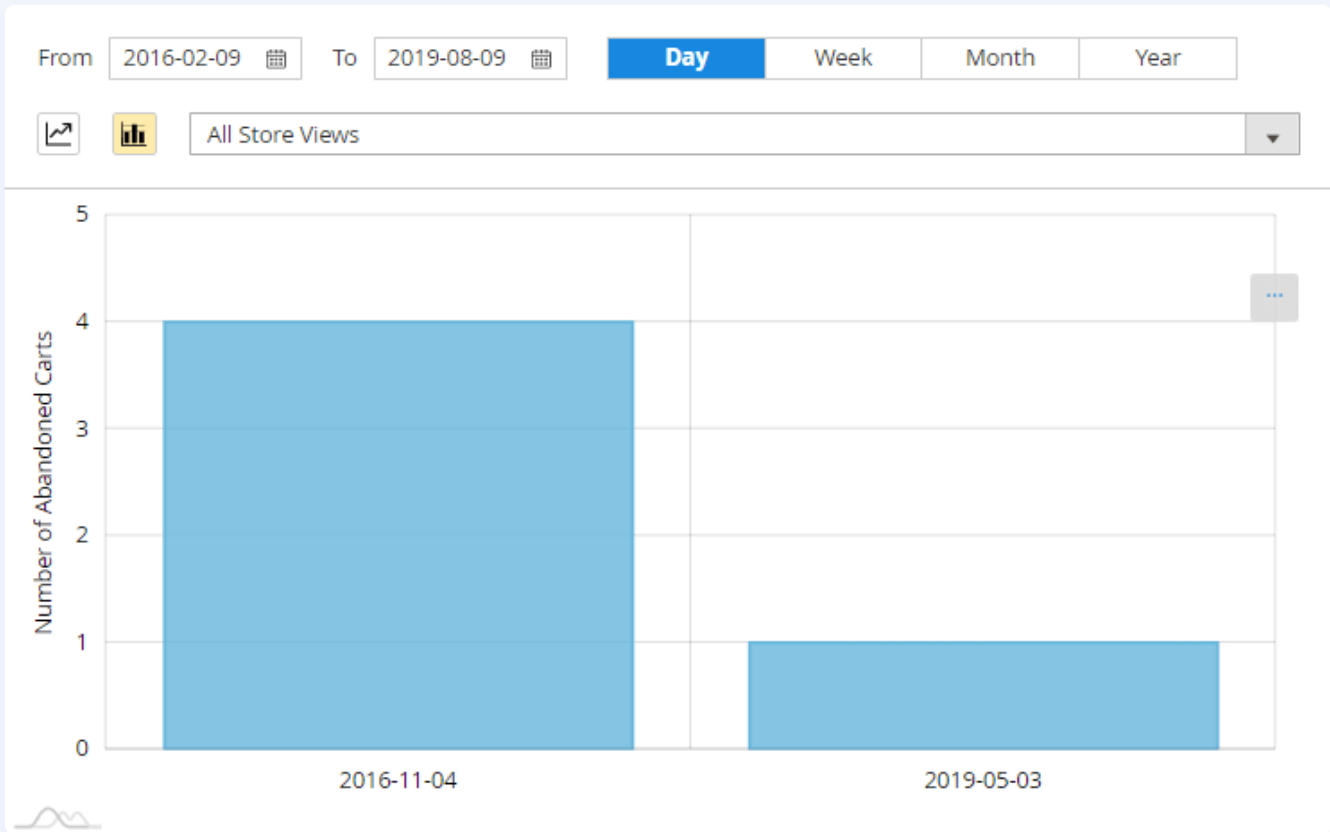
Period	New Customers	Returning Customers	Percent of Returning
2019-07-30	0	2	100
2019-07-29	0	2	100
2019-07-28	0	2	100
2019-07-27	1	1	50

## Generate Abandoned Carts Report

Use this report to identify customers who left your website without checking out. Easily view the cart abandonment rate over time. Track the data by customer's name email address, the number of products in the cart, subtotal, the date, etc.

Add **Request A Quote extension** to check the abandoned products and instantly offer better deals to your customers right from Abandoned Carts Report page

# Abandoned Carts



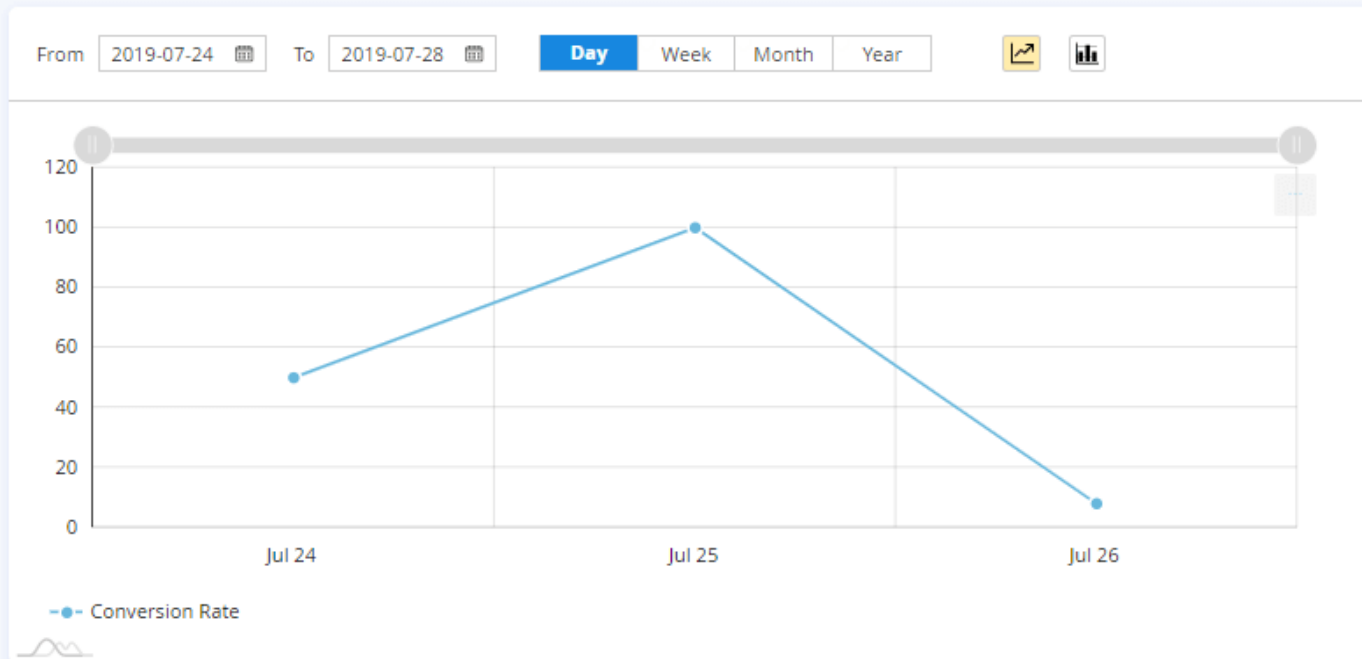
5 records found  per page < 1 of 1 >

Customer Name	Abandoned Cart: Created At	Abandoned Cart: Items Qty	Abandoned Products	Abandoned Carts: Grand Total	Action
Alex	Nov 4, 2016 2:25:45 PM	1	Layla Tee-L-Green SKU:WS04-L-Green	\$999.00	Select <span>▲</span> View Customer
Alex	Nov 4, 2016 2:28:55 PM	1	Layla Tee-L-Green SKU:WS04-L-Green	\$999.00	Create Quote (Not Installed)

## Track Conversion Rate

The extension includes a new report option which lets you check the conversion rate of the store, or, in other words, the percentage of customers who find the store suitable enough to place the order. Break the data by custom sales ranges for more details.

## Conversion Rate



3 records found 20 per page 1 of 1 Filters Default View Columns Export

Period	Visitors	Orders Placed	Conversion Rate
2019-07-26	13	1	8%
2019-07-25	4	4	100%
2019-07-24	2	1	50%

## Custom Reports

### Advanced Reports Rules (for Custom Reports)

With the extension, you can easily create custom reports based on Magento 2 rules. For example, create unique reports for products with special attributes or a combination of attributes. To do this, please, go to **Reports** → **Advanced Reports Rules** or **Reports** → **Advanced Reports** → **Custom Reports** → **New Rule**.

# Advanced Reports Rules

Add New Rule

Filters

Default View

Columns

Action

4 records found

20

per page

<

1


of 1

>

<input type="checkbox"/>	ID ↓	Title	Status	Last Updated	Action
<input type="checkbox"/>	1	Products on sale	Indexed	May 3, 2019 2:14:30 PM	Select
<input type="checkbox"/>	2	New arrivals	Indexed	May 3, 2019 2:14:30 PM	Select
<input type="checkbox"/>	3	Large sized products	Indexed	May 3, 2019 2:14:30 PM	Select
<input type="checkbox"/>	4	T-shirts	Indexed	May 3, 2019 2:14:31 PM	Select

On the grid, you can track and manage all existing reports rules. To create a new rule, please, click the **Add New Rule** button.

# New Rule

 demouser ▾

[← Back](#)

[Delete](#)

[Reindex Now](#)


[Save and Continue Edit](#)

[Save](#)

## General ⌵

Title \*

Status  ▾


Last Updated  


Pin in Custom Reports Tab  No


### Rule won't work if no conditions are applied


---

If **ALL** of these conditions are **TRUE** :

Gender **contains** ... 

Category **is** 3, 4, 5, 9 

Material **contains** Wool, Cotton, Hemp 

Size **is** XL 







To configure the reports rule, give it a title, and specify the necessary conditions. Then, you can create custom reports by applying the rule in the 'By Product' report in the **Display** dropdown:

## By Product

From  To  Display  [+ New Rule](#)

203 records found  per page  of 11

|  |  |

Thumbnail	SKU	Name	Number of orders	Quantity Sold	Quantity Ordered	Quantity Cancelled	Quantity Refunded	Total	Brand
	MS01-L-Black	Aero Daily Fitness Tee-L-Black	2	1	5	0	4	\$19.20	Reebok
	MS01-L-Yellow	Aero Daily Fitness Tee-L-Yellow	1	1	1	0	0	\$19.20	Reebok
	MS01-M-Black	Aero Daily Fitness Tee-M-Black	4	16	16	0	0	\$350.40	Reebok
	MS01-M-Brown	Aero Daily Fitness Tee-M-Brown	2	4	4	0	0	\$91.20	Reebok

You can also create new rules by simply clicking the **+ New Rule** button on the 'By Product' report panel.

### Configure Scheduled Reports

With the scheduled reports functionality you can create and receive notifications with chosen reports for a particular time interval by Cron.

# Report Notifications

Create New Notification

Filters

Default View

Columns

Actions

3 records found

20

per page

1

of 1

ID ↓	Notification Name	Reports	Receiver	Report Interval	Cron Schedule	Action
1	Order Items Monthly Report	Order Items	store-admin@example.com	Last 30 Day(s)	0 9 1 * *	Select
2	Abandon Carts Weekly Report	Abandoned Carts	store-admin@example.com	Last 7 Day(s)	0 9 * * 1	Select
3	Bestsellers Daily Report	Bestsellers	store-manager@example.com	Last 1 Day(s)	0 9 * * *	Select

To manage the notifications please go to **Reports - > Schedule Report Notifications**. To create a new scheduled report, hit the button **Create New Notification**.

# Edit Notification

[← Back](#)   [Delete](#)   [Save and Continue Edit](#)   [Save](#)

## General

**Name \***

**Choose Report \***

- Customers
- New vs Returning Customers
- Abandoned Carts
- Conversion Rate
- Custom Reports**
- New arrivals

**Store View \***

- All Store Views
- Main Website**
- Main Website Store**
- Default Store View

**Name** - specify the name for your report.

**Choose Report** - specify the type of report you need to be scheduled.

**Store View** - select the appropriate store view.

# Edit Notification

[← Back](#)   [Delete](#)   [Save and Continue Edit](#)   [Save](#)

**Report Time Interval** Last  Day(s) ▼

**Display Period (if applicable) \*** Week ▼ Day(s)  
Month(s)  
Year(s)

**Email Receiver \***   
Comma separated Emails, no spaces.

**Frequency \*** Every Monday at 9am ▼  
Custom  
Every Day at 9am  
Every Monday at 9am  
Every 1st Day of Month at 9am

**Cron Schedule**

<input type="text" value="0"/>	<input type="text" value="9"/>
<small>Minutes</small>	<small>Hours</small>
<input type="text" value="*"/>	<input type="text" value="*"/>
<small>Days</small>	<small>Months</small>
<input type="text" value="1"/>	<span style="border: 1px solid #ccc; border-radius: 50%; padding: 2px 5px;">?</span>
<small>Days of Week</small>	

**Report Time Interval** - specify the time interval for which you would like to receive data. Fill in the number and choose the units (day, month, year).

**Display period (if applicable)** - set the display period for your report (day, week, month, year).

**Email Receiver** - type in the email, where the scheduled report will be sent.

**Frequency** - specify the frequency of sending the report. Choose one of the options in the dropdown window and **Cron Schedule** for your report will be filled in automatically. You can also set a **Custom** frequency for your report sending. Check [this guide](#) to know more about configuring custom frequencies with Cron.

## Refresh Statistics

To refresh the statistics, go to **Reports** → **Refresh Statistics**. To get the reports timely updated and see the latest data, select necessary elements in the list and apply the **Refresh Lifetime statistics** or **Refresh the Statistics for the Last Day** action.

### Refresh Statistics

  admin ▾

Refresh Statistics for the Last Day ▾  9 records found (4 selected)

<input type="checkbox"/>	Report	Description	Updated
<input checked="" type="checkbox"/>	Orders	Total Ordered Report	Nov 17, 2016, 1:24:16 PM
<input checked="" type="checkbox"/>	Tax	Order Taxes Report Grouped by Tax Rates	Nov 17, 2016, 1:24:16 PM
<input checked="" type="checkbox"/>	Shipping	Total Shipped Report	Nov 17, 2016, 1:24:16 PM
<input type="checkbox"/>	Total Invoiced	Total Invoiced VS Paid Report	Nov 17, 2016, 1:24:16 PM
<input type="checkbox"/>	Total Refunded	Total Refunded Report	Nov 17, 2016, 1:24:16 PM
<input checked="" type="checkbox"/>	Coupons	Promotion Coupons Usage Report	Nov 17, 2016, 1:24:16 PM
<input type="checkbox"/>	Bestsellers	Products Bestsellers Report	Nov 17, 2016, 1:24:17 PM
<input type="checkbox"/>	Most Viewed	Most Viewed Products Report	Nov 17, 2016, 1:24:18 PM
<input type="checkbox"/>	Amasty Customers Report	Amasty Customers Report	Nov 17, 2016, 1:24:18 PM

Find out how to install the **Advanced Reports** extension for Magento 2 via [Composer](#).

From: <https://stg.amasty.net/docs/> - **Amasty Extensions FAQ**

Permanent link: [https://stg.amasty.net/docs/doku.php?id=magento\\_2:advanced\\_reports](https://stg.amasty.net/docs/doku.php?id=magento_2:advanced_reports) 

Last update: **2021/05/21 12:24**