

Product Analysis

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Quick Steps: Shop > Analytics > Sales Analysis > Action > Switch to Product Analysis

The screenshot shows the SportsTG dashboard with the following elements:

- Top navigation bar: Membership, Events, Shop (1), Competitions, Utilities, Administration, Support.
- Left navigation menu: Analytics (2), Dashboard, Sales Analysis (3), Order Management, Inventory Management, Promotions, Shop Settings.
- Main content area: Sales Analysis By SKU report for Sep 5, 2016 - Oct 3, 2016.
- Report table with columns: SKU, Product, Size, Category, Quantity, Unique Purchases, Product Revenue, Average QT, Actions.
- Actions dropdown menu (4) with the option "Switch To Product Analysis" (5).

SKU	Product	Size	Category	Quantity	Unique Purchases	Product Revenue	Average QT	Actions
	Premiership Polo	M	NEW ARRIVALS	1	1	\$245.00	1	Actions
	Signed Jumper			2	2	\$200.00	1	Actions
	Cap			1	1	\$50.00	1	Actions
	Singlet			1	1	\$25.00	1	Actions

1. Login to One Sport Technology and select **Shop** from the top menu

2. Select **Analytics** from the left hand menu

3. Click on **Sales Analysis** from the expended left menu

4. From the menu bar, click **Actions**

5. From the drop down menu, select **Switch to Product Analysis**. The Product analysis report provides a breakdown of sales across all SKUs against the product, the report will show:

- The product SKU and title
- The category the product is attached to
- Quantity sold per SKU
- Unique purchases per SKU
- Product revenue per SKU
- Average quantity per SKU

Note: Administrators have the ability to Export this report or email these customers directly

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[template("related")]