

# Reports

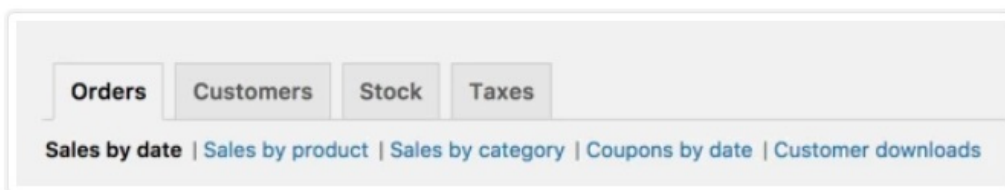
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Reports in WooCommerce give you the ability to see your store's performance from month to month using graphs and stats. It has four sections: Orders, Customers, Stock and Taxes.

To view them, go to: **WooCommerce > Reports.**

## Orders

Orders allow you to view gross and net sales volume and totals, as well as top sellers, top freebies, top earners, and product downloads. Sub-sections are shown below.



**Note:** By default, orders marked Processing, On Hold and Completed are counted as sales.

### Sales by date

The Orders tab starts with Sales by date. This gives you an idea of the current performance via a sales graph and a few way ways to drill down into data. By year, last month, this month, last 7 days, and a custom date range.

The sales graph itself shows the amount of gross sales plotted on a light blue line, the net sales plotted in dark blue , the shipping amount plotted in green, refunds plotted in red, and coupon values redeemed in orange. Hovering over a point will give you the exact figure.

### Sales by product

The sales per product section shows sales per day in a given range, similarly to the overview section.

You can select any product from your store to view sales data, and again drill down into by year, last month, this month, last 7 days, and custom.

## Sales by category

You can also view sales numbers by categories.

## Coupons by date

Similar to the previous sections, coupons by date shows discounts in total and number of coupons used, plus provides the ability to filter by coupon, view the most popular coupons, and coupons giving the most discounts.

## Customer downloads

**Downloads** have unique IDs, enabling them to be tracked and logged, and making it possible to view when it was downloaded, which products and the file name, on what order (clickable link), and where the customer is located via IP address.

It's also possible to **filter downloads** by hovering over **Product, Order or IP address**.

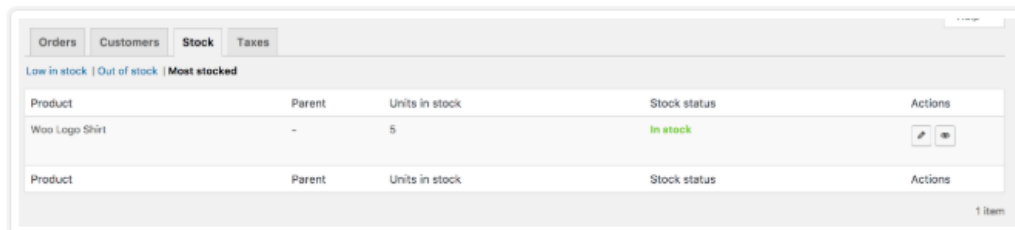
## Customers



The **Customers** tab allows you to view reports for **Customers vs. Guests** and **Customer List** with options to further sort by year, last month, this month, last 7 days, and custom.

- In **Customers vs. Guests**, customers are paying users who register on your website.
- **Customer List** only shows registered users.

## Stock

**Stock** lists your low stock, out of stock items, and quantity left in stock.



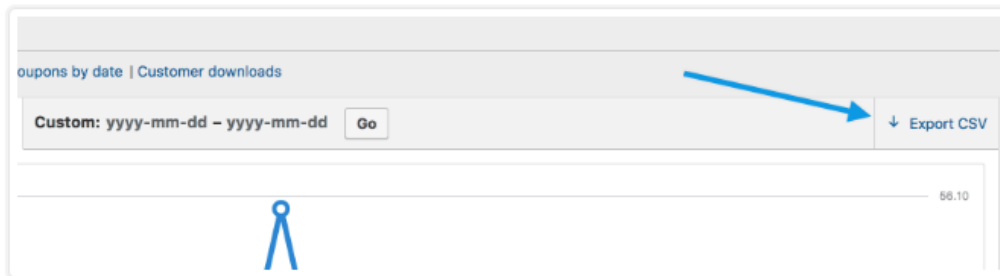
Product	Parent	Units in stock	Stock status	Actions
Woo Logo Shirt	-	5	In stock	 

1 item

## Taxes

The reports for **Taxes** allows you to view **Taxes by code** (state) and **Taxes by date**. by year, last month, this month and custom dates you enter.

## Export CSV



You can export your reports data by using the button outline above.

## Frequently asked questions

### How do I reset the report?

Everything is reset if you delete prior sales orders and then go to the order **Trash** and permanently delete them. Because all sales graphs and sales logs are dynamically generated, you then need to clear your browser cache.

### Is there an \_\_\_ column for this report?

The only columns and categories available are those shown. If you require a different or additional one, then it would be a customization requiring custom code or a plugin to add that feature/functionality.

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