

## **Sales Metrics**

- Total sales for the last 7 days
- Net sales this month so far
- Gross sales for last quarter
- Total sales this year
- Daily sales trend for the last 30 days
- Sales growth percentage compared to previous month
- Average daily sales last week
- Highest sales day in the past 30 days
- Lowest sales day in the past 30 days
- Net sales for previous quarter
- Quarterly total sales breakdown by month
- Quarter-over-quarter growth percentage
- Total sales vs target for this year

## **Order Metrics**

- Total number of orders in the last 7 days
- Orders fulfilled in this week
- Orders awaiting fulfillment today
- Total number of orders placed today
- Orders placed during weekends this month
- Order growth rate week-over-week
- Total canceled orders this month
- Total draft orders converted this month
- Total orders partially fulfilled Last Year

## **Shipping & Fulfillment**

- Total items shipped in the last 7 days
- Shipping revenue collected this month

## **Discounts & Refunds**

- Total discounts given this month
- Total refunds processed last week
- Refunds as a percentage of total sales this quarter
- Most used discount codes this month
- Total discount amount last quarter

## **Customer Metrics**

- Total number of new customers acquired this month
- Number of new customers in the last 90 days
- Returning customer rate for the last 30 days
- Number of returning customers last week
- Total new customers this week
- Average orders per customer this month

## **Product Performance**

- Top 10 best-selling products last month
- Products with zero sales this quarter
- Top 20 best-selling products last quarter

- Products with declining sales trend this month
- Products with increasing sales trend
- Categories with the highest sales this quarter

## **Sales Channels**

- Orders by sales channel for the last quarter
- Online store vs POS sales this month
- Sales by sales channel for the past 30 days