

Understanding the Sales History report

Best and Slow Sellers

Overview

The Sales History report has two sections for filtering out Best Sellers and Slow Sellers. These options are really good for narrow date ranges (a week or month) but produce misleading results for extended date ranges. This is because the last received date is not factored in.

For example, set the report date range for a 6 month period and set the Bottom Sold to 1. We're asking to see records that have not sold in this period (6 months). Is this a "slow seller"? If the item had sat on the shelf for 6 months it may be – but what if the item was received only 3 days ago. This item meets the criterion and would be listed in the report as well. Certainly this item would not be considered slow as it has only been on the shelf for 3 days. You can see why the last received date becomes very important for extended date ranges.

Here's an explanation of these options and expected results.

The "best seller" option on the Sales History report.

- Top → this option ranks your sales and then gives you the "top" number of items sold – not the top items.
 - If you want to see the three best sellers - enter 3 in the Top Sold field.
 - The total records listed will be 43 (see below). The report is listing **ALL** the items that sold 15, all the items that sold 7, etc.
 - 3 records sold 15
 - 15 records sold 7
 - 25 records sold 4
 - 10 records sold 0
 - 100 records sold 1
- Sold Above → is a bit different. It is based on the number sold. So if you choose 1 it will list items that sold 2 or more. If you choose 4 it will list items that sold 3 or more.

The "slow seller" option on the Sales History report.

- Bottom → this option ranks your sales and then gives you the "bottom" number of items sold – not the bottom items.
 - If you want to see the three worse sellers - enter 3 in the Bottom field.
 - The total records listed will be 135 (see below). The report lists **ALL** the items that sold 0, all the items that sold 1, etc.
 - 10 records sold 0
 - 100 records sold 1

- 25 records sold 4
 - 15 records sold 7
 - 3 records sold 15
- Sold Below → is a bit different. It is based on the number sold. So if you choose 1 it will list items that sold zero (0). If you choose 4 it will list items that sold 3 or less. So you get to decide what you consider a “slow” seller.