Module Profit Report

User Manual

Summary

Overview

Profit Report is a Magento Extension designed to easily display and download profit report on sales: this is the best way to quickly know what are the most profitable products / category and then focus your sales effort on these products.

You can group report by category, attribute set, customer group, customer country and manufacturer.

Each report display total sales, order count, customer count, margin total, margin percent, contribution points and percent.

You can also display sub products for each reports.

Installation

Copy files

To intall Profit Reports, follow this steps

Source	Target	Note
app/code/community/MDN/ProfitReport	app/code/community/MDN/	
app/design/adminhtml/default/default/layout/*	app/design/adminhtml/default/default/layout/	
app/design/adminhtml/default/default/template/*	app/design/adminhtml/default/default/template/	
app/locale/*	app/locale/	
app/etc/modules/*	app/etc/modules	

Then, go back to Magento admin panel and refresh cache using menu System > Cache management.

Settings

You can display settings using menus "System > Configuration > Profit report"

The only available setting is for reports by categories: you can fill category ids in the textbox, separated with a coma. To know category id, go in menu catalog > manage categories, select a category and its id is displayed near category name.
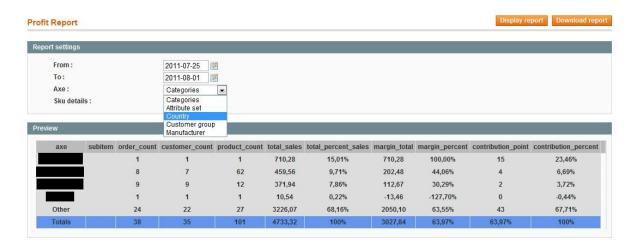
How to use

Important notices

- Reports consider only invoiced order : orders without invoice are not used in calculation
- To properly calculate margin, Profit Report uses the "cost" value stored in order database: when a customer place an order, Magento copies product cost value (available in product sheet) in order database. If product cost is not set when customer place order, the cost will be set to 0 and then, Profit Report will not use liable data.

Main screen

Select menus "Reports > Profit Report" to display main screen :

Report parameters

First, you must select report parameter:

- From date
- To date

- Axe : you can choose to group report by category, attribute set, manufacturer, customer group or customer country
- Sku details : if "yes", the report will include products for each axe.

Once all report parameter are set, click on "Display report" button to display it. You can also download it using the "Download" button.

Report column

Every reports display the same column:

- Axe : axe name
- Sub item : product name (available only if "Sku details" is enabled)
- Order count : number of order for the period
- Customer count : number of customer for the period
- Product count : number of sold product for the period
- Total sales
- Total percent sales : percentage of current axe sales on the whole period
- Total margin : margin total for the period
- Margin percent : percentage of current axe margin on the whole period
- Contribution point : axe margin total / margin total
- Contribution percent : margin percentage * sales percentage