

# Advanced Reports 1.1.4

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## How to install the extension

1. Backup your store's database and web directory.
2. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
3. Copy the installation instructions from page [My Downloadable Products](#) to the SSH console and press ENTER.
4. Run command `php -f bin/magento module:enable Mirasvit_Core Mirasvit_Report Mirasvit_Reports` to enable the extension.
5. Run command `php -f bin/magento setup:upgrade` to install the extension.
6. Run command `php -f bin/magento cache:clean` to clean the cache.
7. Deploy static view files

```
rm -rf pub/static/*; rm -rf var/view_preprocessed/*; php -f bin/magento setup:static-content:deploy
```

## How to upgrade the extension

To upgrade the extension follow these steps:

1. Backup your store's database and web directory.
2. Login to the SSH console of your server and navigate to the root directory of the Magento 2 store.
3. Run command `composer update mirasvit/module-reports` to update the extension sources.
4. Run command `php -f bin/magento setup:upgrade` to install updates.
5. Run command `php -f bin/magento cache:clean` to clean the cache.
6. Deploy static view files

```
rm -rf pub/static/*; rm -rf var/view_preprocessed/*; php -f bin/magento setup:static-content:deploy
```

# Disabling Extension

## Temporarily Disable

To temporarily disable the extension please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Run command `php -f bin/magento module:disable Mirasvit_Report Mirasvit_Reports` to disable the extension.
3. Login in to the Magento back-end and refresh the store cache (if enabled).

## Extension Removal

To uninstall the extension please follow these steps:

1. Login to the SSH console on your server and navigate to the root directory of the Magento 2 store.
2. Run the command `composer remove mirasvit/module-reports` to remove the extension.
3. Login to the Magento back-end and refresh the store cache (if enabled).

# General Settings

Go to **Stores > Configuration > Mirasvit Extensions > Advanced Reports**. Fill in the following fields:

## Configuration

Select from the list, **Process Orders**, statuses that you want to be processed in the reports.

# Reports

Extension provides a wide range of sale reports using various tools to analyze and improve sales. Go to **Sales > Advanced Reports**. Select one of the sales data reports:

- **Sales Overview**
- **Sales By Hour**

- **Sales by Day of week**
- **Sales by Customer**
- **Sales by Customer Group**
- **Sales by Coupon**
- **Sales by Payment Type**
- **Sales by Geo-data**
- **Sales by Category**
- **Sales by Attribute**
- **New vs Returning Customers**
- **Product Performance**
- **Orders**

The extension allows you to show reports for all websites and separately for each store view. You can analyze your product sales on the **Chart**. Add additional columns to compare next values:

- **Number of Orders** - number of product orders
- **Total Qty Ordered** - total amount of product orders
- **Discount Amount** - the amount of the discounts for a certain product
- **Shipping Amount** - the amount of money paid for Shipping
- **Tax Amount** - the amount of taxes paid for a certain product
- **Total Refunded** - the amount of money refunded for a certain product
- **Subtotal** - the order value without shipping costs and taxes
- **Grand Total** - total amount of the sales revenue for a selected period

The extension allows you to show reports for different **Store views**, vary report period, compare attributes and values.

## **Sales Overview**

General sales report. It allows you to see the net sales, discounts, returns etc. The use of such a tool will enable you to group data by days, weeks, months, years.

## **Sales By Hour**

Hourly sales report. You can detect the hours of which personnel of your shop is overloaded to the maximum extent. This will allow you to plan the working hours as well as perform possible updates in your shop.

## **Sales by Day of Week**

Weekly sales report.

## **Sales by Customer**

The report about customer sale details at your store. Allows to see all required sale information about each customer: amount of orders, refunds, discounts, etc.

## **Sales By Customer Group**

The sales report generated over different user groups. Using such tool, you can determine the extent of work efficiency with different user groups.

## **Sales By Coupon**

The report allows you to gain knowledge regarding which coupons are the most favorable in terms of sales volume, and which ones should be elaborated in a better way.

## **Sales By Payment Type**

The report allows you to define the extent of popularity regarding different payment methods.

## **Sales By Geo-data**

The report that reflects sales volumes in different countries achieved during definite periods of time.

## **Sales by Category**

Sales Report by store product categories

## **Sales by Attribute**

Sales Report by store product attributes

## **New vs Returning Customers**

The report which allows you to make a comparative analysis of new customers (first order) with returning customers (two or more orders) by sales.

## **Product Performance**

The detailed information about each product sale history: number of orders (%), ordered qty, total amount of incomes, etc

## **Orders**

The report describes the full information about store orders.