

Sale Analysis

Sales Reports

This section covers various types of reports that can be generated from sales data for analysis and monitoring purposes.

Report Module Guide: Sales Analysis

Module Location

Sales > Reports > Sales Analysis

Module Objective

The **Sales Analysis** module is a very powerful business analysis tool. Its purpose is to generate a detailed report that not only displays sales data but also calculates the profitability or **Margin** for each transaction line. This report compares sales revenue with the **Cost of Goods Sold (COGS)** to provide deep insights into product and customer performance.



The screenshot shows the configuration form for the Sales Analysis report. The breadcrumb trail is "Sales | Sales Report | Sales Analysis". The form includes the following fields and options:

- Category Type:** A dropdown menu set to "FINISHED GOOD".
- Customer Date:** Two date pickers. The "From" date is "1 August 2025" and the "To" date is "31 August 2025".
- Based On:** Radio buttons for "Invoice" (selected), "Sales Order", and "Respective Currency".
- Currency:** Radio buttons for "Respective Currency" and "Base Currency" (selected).
- Custom Template:** A checkbox that is currently unchecked.
- Analysis Report:** A blue button to generate the report.

1. Report Parameters (Filter)

The main page of this module is a form containing several parameters to define the scope of the analysis.

Here is an explanation for each parameter:

- **Category Type:**

- Select the product category you want to analyze (e.g., FINISHED GOOD).

- **Customer Date:**

- Specify the **From** and **To** date range to define the analysis period (e.g., August 1, 2025, to August 31, 2025).

- **Based On:**

- Choose the data basis for the analysis:
 - **Invoice:** Analysis based on invoices that have already been issued (finalized sales).
 - **Sales Order:** Analysis based on confirmed sales orders.

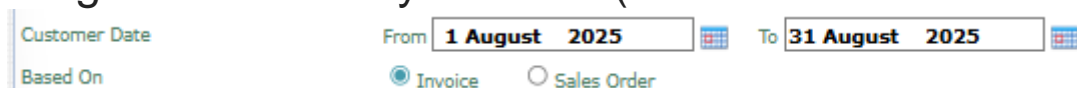
- **Currency:**

- Choose how currency values will be displayed: **Respective Currency** or **Base Currency**.

2. Steps to Generate the Report

Step 1: Set Report Parameters

Select all the parameters you need, especially defining the date range and the analysis basis (**Invoice** or **Sales Order**).



The screenshot shows a form with two rows. The first row is labeled 'Customer Date' and contains two date pickers: 'From' with the value '1 August 2025' and 'To' with the value '31 August 2025'. The second row is labeled 'Based On' and contains two radio buttons: 'Invoice' (which is selected) and 'Sales Order'.

Step 2: Generate the Report

After all parameters are set, click the **Analysis Report** button in the bottom-left section of the page to generate the detailed report.

Analysis Report

3. Reading the Sales Analysis Report

The generated report will display a highly detailed data matrix.

The screenshot shows a software interface for a Sales Analysis Report. At the top, there is a summary header with the following data:

Bruto(kg)	7,974
Sales(Qty)	3,100
Selling Gross	274,117,040
Selling Discount	0
COGS	205,596,166
Margin	68,530,934

Below the summary is a search bar and a table of entries. The table has the following columns:

Customer Name	Item Name	Date	Bruto(kg)	Qty	Selling Price	Selling Gross	Selling Discount	Tax Amount	Net Amount	COGSPrice	COGS Amount	Distribution Support	Misc Charges	Margin
Mega Global Food Industry	WLK/Black Choco 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	400.00	400	89.617.20	35,846.880.00	0.00	0.00	35,846.880.00	67.213.30	26,885.318.74	0.00	0.00	8.94
Mega Global Food Industry	WLK/Black Berry 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	1,084.00	400	89.617.20	35,846.880.00	0.00	0.00	35,846.880.00	67.213.32	26,885.327.08	0.00	0.00	8.94
Mega Global Food Industry	WLK/Black Milky 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	400.00	400	89.617.20	35,846.880.00	0.00	0.00	35,846.880.00	67.213.30	26,885.318.66	0.00	0.00	8.94
Mega Global Food Industry	WLK/Magetic Pop Corn Caramel 48 gr/10 pcs x 6 ball/00	2025-08-02	1,188.00	400	86.781.60	34,712.640.00	0.00	0.00	34,712.640.00	65.086.28	26,034.510.50	0.00	0.00	8.67
Mega Global Food Industry	WLK/Magetic White Coffee 48 gr/10 pcs x 6 ball/00	2025-08-02	1,188.00	300	86.781.60	26,034.480.00	0.00	0.00	26,034.480.00	65.086.28	19,525.882.87	0.00	0.00	6.51
Mega Global Food Industry	WLK/Magetic Pop Corn Caramel 48 gr/10 pcs x 6 ball/00	2025-08-02	1,188.00	300	86.781.60	26,034.480.00	0.00	0.00	26,034.480.00	65.086.28	19,525.882.87	0.00	0.00	6.51
Mega Global Food Industry	WLK/Magetic White Coffee 48 gr/10 pcs x 6 ball/00	2025-08-02	1,188.00	300	86.781.60	26,034.480.00	0.00	0.00	26,034.480.00	65.086.28	19,525.882.87	0.00	0.00	6.51
Mega Global Food Industry	WLK/Black Berry 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	542.00	200	89.617.20	17,923.440.00	0.00	0.00	17,923.440.00	67.213.32	13,442.663.54	0.00	0.00	4.44
Mega Global Food Industry	WLK/Black Choco 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	200.00	200	89.617.20	17,923.440.00	0.00	0.00	17,923.440.00	67.213.30	13,442.659.37	0.00	0.00	4.44
Mega Global Food Industry	WLK/Black Milky 150 gr (15 gr x 10 pcs) 12 Showbox /00	2025-08-02	200.00	200	89.617.20	17,923.440.00	0.00	0.00	17,923.440.00	67.213.30	13,442.659.33	0.00	0.00	4.44
			7974	3,100		274,117,040	0	0	274,117,040		205,596,166	0	0	68,530,934

The interface also includes a search bar, a 'Show All' dropdown, and buttons for 'Copy', 'CSV', 'Excel', 'PDF', and 'Print'. At the bottom, it shows 'Showing 1 to 10 of 10 entries' and navigation buttons for 'Previous', '1', and 'Next'.

- **Summary (Header):** The top section of the report displays a summary of totals such as **Net Sales** and **Margin**.
- **Detail Columns:** The main table displays a breakdown per transaction line, with these key columns:
 - **Selling Gross:** The gross sales value (Qty x Selling Price).
 - **Net Amount:** The net sales value after discounts.
 - **COGS Amount:** The Cost of Goods Sold value for the items sold.

- **Margin:** The gross profit generated from the transaction (**Net Amount - COGS Amount**).
- **Report Features:** This report is interactive, equipped with internal filters and export buttons for various formats like CSV, Excel, and PDF.

Tips & Important Notes

- This report is a very powerful **profitability analysis tool**. Use it to identify which products or customers are the most profitable.
- Selecting **Based On 'Invoice'** provides a picture of profitability from finalized sales, whereas **'Sales Order'** provides an estimated profitability of incoming orders.
- To get a valid **Margin** value, ensure that the **Cost of Goods Sold (COGS) data is accurate** in the system.

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