Magento Business Intelligence Essentials: Standard Reports*

Executive Overview Dashboard
- Revenue (past 30 days)
- Revenue (year to date)
- Revenue by day
- Revenue by month
- Orders (past 30 days)
- Orders (year to date)
- Orders by day
- Orders by month
- Avg order value (past 30 days)
- Avg order value by month
- Avg order value (all time)
- Orders: Key Performance Indicators (KPIs –YTD)
- Registered accounts (past 30 days)
- Registered accounts (year to date)
- Registered accounts by day
- Registered accounts by month
- Customers: Key Performance Indicators (KPIs – YTD)

Customer Activity Dashboard
- New customers (past 30 days)
- New customers (year to date)
- New customers by month
- Unique customers by month
- Registered accounts vs. guest orders
- Customers vs registered accounts
- Avg customer lifetime revenue by month
- Avg customer lifetime revenue (all time)
- Avg customer lifetime revenue by cohort
- Avg customer first 30 day revenue (all time)
- Revenue by registered accounts & guest orders
- Revenue by customer group
- Avg customer first 30 day revenue by month
- New customers acquired with coupons
- Biggest coupon users

Product Analysis Dashboard
- Products ordered (past 30 days)
- Products ordered (year to date)
- Products ordered by day
- Products ordered by month
- Products ordered monthly growth rate (YoY)
- Bestsellers by volume (past 30 days)
- Bestsellers by revenue (past 30 days)
- Bestsellers by volume (year to date)
- Bestsellers by revenue (year to date)
- Products most purchased with coupons (past 30 days)

Customer Retention Dashboard
- Avg time between orders (past year)
- Median time between orders (past year)
- Time between orders
- First time vs repeat orders
- First time vs repeat revenue
- Repeat order probability
- Registered accounts by lifetime orders
- One-time customers who bought 3-6 months ago
- Top 25 customers by lifetime orders
- Top 25 customers by lifetime revenue

Orders Dashboard
- Avg products in order (past 30 days)
- Avg products in order by day
- Avg order value by customer's order number
- Avg order value by first time vs repeat orders
- Orders by billing region
- Order status (past 30 days)
- Order status by day
- Coupon usage (past 30 days)
- % of orders with coupons
- Shipping collected (past 30 days)
- Tax collected (past 30 days)
- Shipping collected by shipping region
- Tax collected by billing region

Google Analytics Dashboard**
- Unique users (past 30 days)
- Bounce rate (past 30 days)
- Google AdWords cost (past 30 days)
- Unique users by day
- Unique users by device (past 30 days)
- Avg session length
- Unique users by browser (past 30 days)
- Unique users by channel
- Pageviews (last week) YoY % Change
- Social network traffic
- Sessions by medium
- Sessions by source & medium (past 30 days)
- Keywords driving traffic (past 30 days)
- AdWords, cost, clicks & impressions
- Click-through rate by campaign (past 30 days)
- Top 10 campaigns by spend (year to date)
- Session entrances by URL (past 30 days)
- Page load time by path (past 30 days)

*This is a sample report list and is meant to provide an idea of what is included. It is subject to change.

**Merchants must connect Google Analytics for this dashboard to be included.

Magento

Magento Business Intelligence Essentials: Available B2B Reports***

Quotes Dashboard
- Negotiation success rate
- Percent of carts that are negotiated
- Average negotiation change
- Median length of won negotiations
- Negotiated quotes by status
- Order Status
- Revenue by payment method

Catalogs Dashboard
- Product revenue by catalog name
- Products ordered by catalog name
- Public vs. private catalogs: Average quantity per order
- Public vs. private catalogs: Average distinct SKUs per order
- Public catalogs: Bestsellers by volume
- Public catalogs: Bestsellers by revenue
- Private catalogs: Bestsellers by volume
- Private catalogs: Bestsellers by revenue

Sales Reps Dashboard
- Revenue by rep
- Orders by rep
- Negotiation by status by rep
- Average negotiation success rate
- Average negotiation success rate by rep
- Median length of successful negotiation
- Median length of successful negotiation by rep
- Average percent of deals with negotiations
- Percent of deals in rep portfolio with negotiations
- Average negotiation change
- Average negotiation change by rep
- Expiring negotiations by rep

Companies Dashboard
- Companies by # of buyers
- Companies by revenue
- Company profile
- Balance and credit limits by company
- Companies with negative balances