



Advanced Sales Reports

Documentation

Advanced Sales Reports for Virtuemart® is a fully fledged reporting component that allows you to have, for the first time ever, a true view of the sales and profitability of your online store.

By allowing you to enter Product Purchasing Costs, ASR can calculate actual profit margin on sales for each and every sale you make, for each and every product you sell.

Along with the ability to store, calculate and allocate Product Advertising, Brand Advertising and Running Costs, you will be able to know exactly how much you actually earn, all things accounted.

The Stock analysis page will also give you a clear view on the value of your stock both in regards to its actual cost (the money you paid to buy your products that are in stock) and in regards to its selling price (the money you will make by selling your stock).

ASR is a true Managerial Accounting Tool that will simplify and empower your decision making process and help you keep track of how your business is running.

Enjoy!



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Dashboard

The Dashboard hosts a collective view of some of the most important statistics you'll need.

The information displayed includes:

- **Sales trends** for the selected period which in turn includes:
 - **Sales without VAT**
 - **VAT**
 - **Discount**
 - **Sales with VAT**
- **Product Sales share** for your top 10 selling products
- **Customer Sales** for your top 10 customers
- **Product Stock** (inventory) share for those 10 products that have the largest inventory
- **Category Stock** share for those 10 categories that have the largest inventory

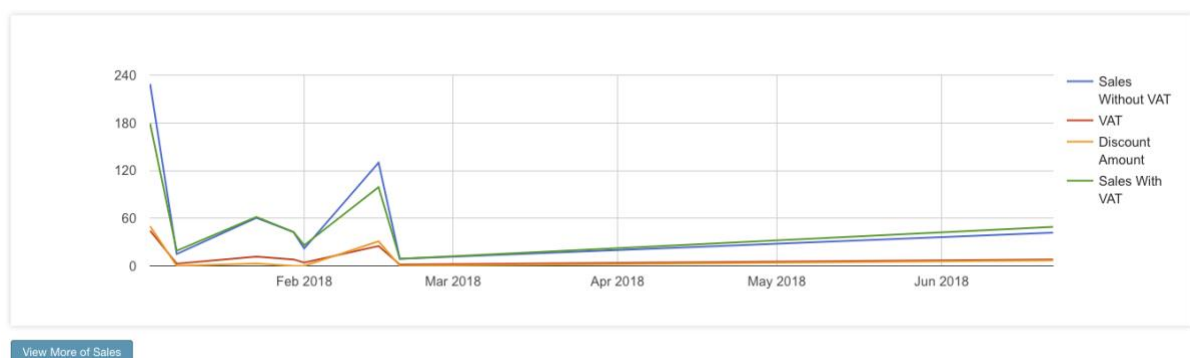
The top filters bar allows you to select:

Select Date Range

Select Date Range	Select Year	Select Order Status	Generate Results	Clear
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- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Order Status** (Virtuemart® hosts a variety of order status selections. You can select for which order status the data will be presented, default is all)

The first chart illustrates Sales for the selected date range.

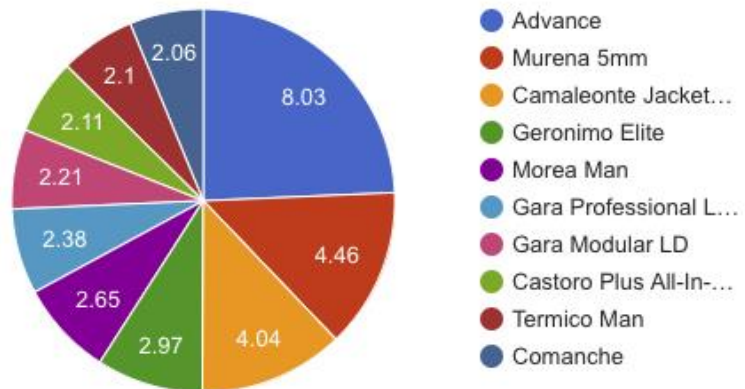


Pressing View More of Sales will redirect you to the Sales Analysis Page

The second chart illustrates the share of sales for your top 10 selling products, for the selected date range.



Product Sales Share for 2018

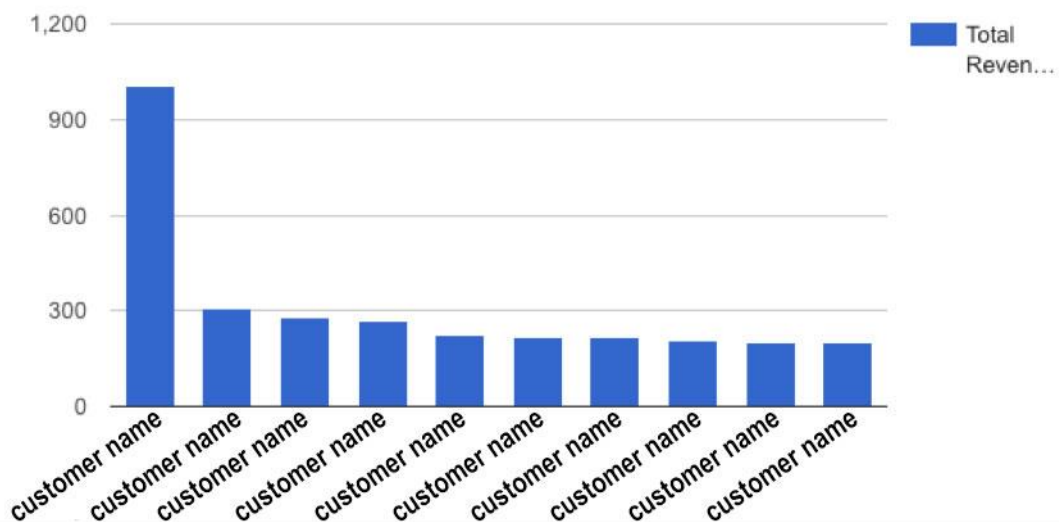


[View More of Products](#)

Pressing View More of Products will redirect you to the Products Analysis Page.

The third chart illustrates the sales for your top 10 customers for the selected date range.

Top Customers for 2018

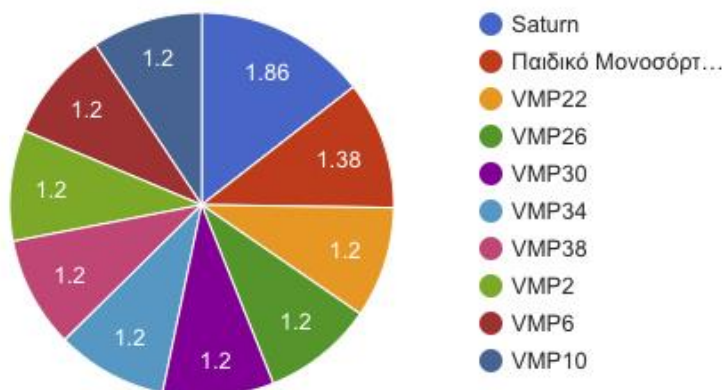


[View More of Customers](#)

Pressing View More of Customers will redirect you to the Customers Analysis Page.

The fourth chart illustrates the percentage of your 10 products with the largest inventory.

Product Stock Share

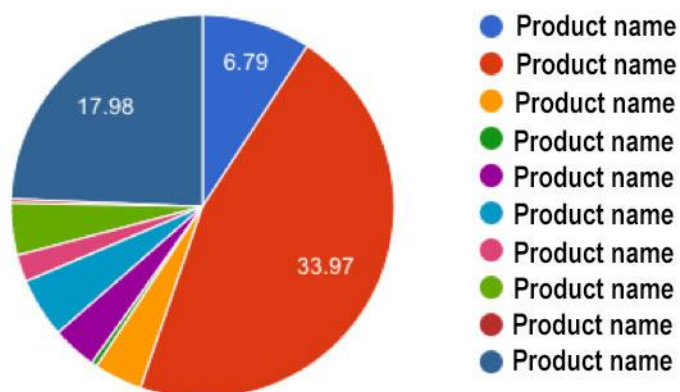


[View more about Stock](#)

Pressing View More about Stock will redirect you to the Stock (inventory) Analysis Page.

The fifth chart illustrates the percentage of those 10 categories that have the largest inventory.

Product Category Stock Share



[View more about Stock](#)

Pressing View More about Stock will, as above, redirect you to the Stock (inventory) Analysis Page.



Sales

This sections hosts all the information pertaining to your site's sales.

The information displayed includes:

- **Date** (displays dates within the selected date range)
- **No or Products bought** on this date range
- **No of Customers** who purchased products on this date range
- **No of Orders** placed on this date range
- **Revenue Subtotal** (sales without VAT)
- **VAT**
- **Discount amount** (taken from the override price in Virtuemart®)
- **Shipment fee** (based on the total of fees for shipment methods selected by customers)
- **Payment Fee** (based on the total of fees for payment methods selected by customers)
- **Revenue Total** (Subtotal + VAT + Shipment Fees + Payment Fees - Discount)

The top filters bar allows you to select:

Select Date Range

Compare With Date Range

- **Custom Date/s** (for any date or date range you wish)
- **Which Lines will be included in the Chart** (Sales w/o VAT, VAT, Discount, Sales with VAT)
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how sales are doing compared to past dates)

Comparison

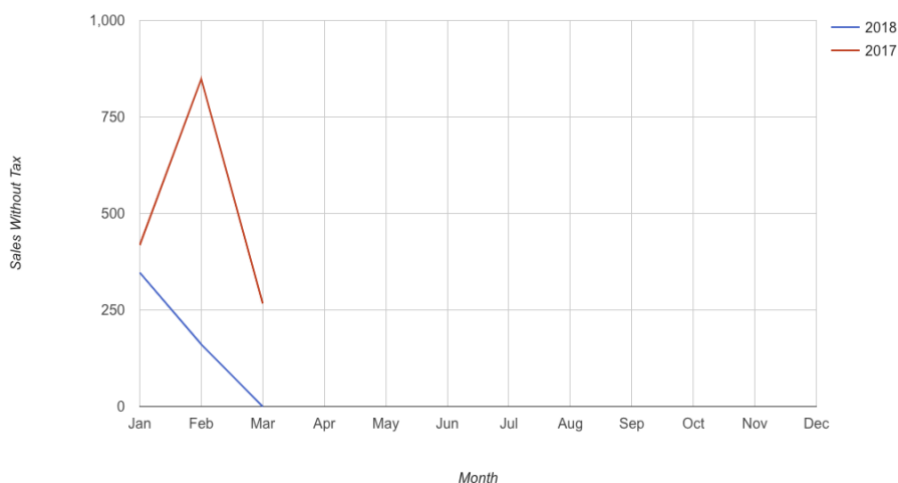


The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:

Select Date Range

Compare With Date Range

Such a comparison will produce comparative charts and a two-tabbed table with values derived from the compared date ranges as below:



Order date	Products	Customers	No of Orders	Revenue Subtotal	VAT	Discount	Shipment Fee	Payment Fee	Revenue Total (Subtotal+VAT+Shipment+Payment-Discout)
03-01-2018	1	1	1	229.00	44.32	50	0.00	0.00	179.00
08-01-2018	1	1	1	15.00	2.90	0	4.00	0.00	19.00
23-01-2018	4	1	1	60.50	11.71	3	4.00	0.00	61.50
30-01-2018	1	1	1	42.50	8.23	0	0.00	0.00	42.50
01-02-2018	2	1	1	22.00	4.26	0	4.00	0.00	26.00
15-02-2018	1	1	1	129.99	25.16	30.99	0.00	0.00	99.00
19-02-2018	1	1	1	8.90	1.72	0	0.00	0.00	8.90

Results 1 - 7 of 7

Total Products	: 11
Total Customers	: 7
Total Orders	: 7
Revenue Subtotal	: 507.89
Total Discount	: 83.99
Total Shipment	: 12.00
Total Payment	: 0.00
Total VAT	: 98.30
Revenue Total (Subtotal+VAT+Shipment+Payment-Discout)	: 435.90



Sales for Year 2018 Sales for Year 2017

Order date	Products	Customers	No of Orders	Revenue Subtotal	VAT	Discount	Shipment Fee	Payment Fee	Revenue Total (Subtotal+VAT+Shipment+Payment-Discout)
02-01-2017	1	1	1	35.00	6.77	0	4.00	0.00	39.00
17-01-2017	1	1	1	63.00	12.19	0	0.00	0.00	63.00
23-01-2017	1	1	1	75.00	14.52	12	4.00	0.00	67.00
25-01-2017	1	1	1	125.00	24.19	26	4.00	0.00	103.00
27-01-2017	2	1	1	10.00	1.94	0	4.00	0.00	14.00
30-01-2017	3	1	1	110.00	21.29	10	0.00	0.00	100.00
08-02-2017	3	2	2	252.00	48.77	51	4.00	0.00	205.00
10-02-2017	1	1	1	24.00	4.65	0	4.00	0.00	28.00
15-02-2017	3	1	1	117.90	22.82	8.9	0.00	0.00	109.00
20-02-2017	2	1	1	85.00	16.45	9	4.00	0.00	80.00
21-02-2017	2	1	1	368.90	71.40	209	0.00	0.00	159.90
08-03-2017	2	1	1	237.00	45.87	26	0.00	0.00	211.00
14-03-2017	2	1	1	29.90	5.79	0	4.00	0.00	33.90

Total Products : 24
 Total Customers : 14
 Total Orders : 14
 Revenue Subtotal :
 1532.70
 Total Discount : 351.9
 Total VAT : 296.65
 Total Shipment : 32.00
 Total Payment : 0.00
 Revenue Total :
 (Subtotal+VAT+Shipment+Payment-
 Discount) 1212.80



Customers

This sections hosts all the information pertaining to your site's customers.

The information displayed includes:

- **User ID**
- **Customer's Full Name**
- **Customer's email address**
- **Customer's Company Name**
- **Total Orders of Customer**
- **Total Revenue per Customer**
- **Last Purchase Date** (when was the last date that the customer purchased from your store)

The top filters bar allows you to select:

Search	Q	Search Tools ▲	Clear	
Enter No of Customers to display	Select Type of Data ▼	Select Order Status ▼	Select a Customer ▼	Select Date Range ▼
Select a Year ▼	Select Daterange to compare ▼	Select year to compare ▼		

- **Search** for a specific customer or press **Search Tools** to view more search and filtering options
- **No of customers to display** (in case you need to select the top 5,10 or 100)
- **Type of Data** (allows you to quickly sort and view customers based on your Revenue, their Orders or those who never bought anything for the selected period)
- **Order Status** (filter the type of order statuses for which you want to project data)
- **Select a Customer** (view a specific customer)
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how sales are doing compared to past dates)

Comparison

The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:



Search

Q

Search Tools

Clear

20

Enter No of Customers to display

Top Revenues

Select Order Status

Select a Customer

First Quarter

2018

First Quarter

2017

Selected Year 2018

Compared Year 2017

User ID	Name	Email	Company	Total Orders	Total Revenue	Last purchased Date	Total Orders for 2017	Total Revenue for 2017
924	FRANCOIS ZOMBARTZ	gregoire@hotmail.com	zone3	1	179.00	03-01-2018	0	0
736	ERIK HENRIK BERNHARDSEN	erikb@frostbergmail.com		1	19.00	08-01-2018	0	0

Results 1 - 2 of 2

Total Orders : 2
Total Revenues : 198.00

Search

Q

Search Tools

Clear

20

Enter No of Customers to display

Top Revenues

Select Order Status

Select a Customer

First Quarter

2018

First Quarter

2017

Selected Year 2018

Compared Year 2017

User ID	Name	Email	Company	Total Orders	Total Revenue	Last purchased Date	Total Orders for 2018	Total Revenue for 2018
585	François Tremblay	gregoire.tremblay@gmail.com	Remedios Tremblay - Tropical Sales	1	422.00	Never	0	0
1034	WILLIAM ZOMBARTZ	williamzombartz@gmail.com	uk	2	193.80	Never	0	0
1028	Erasmus Hendrik Bern	erikb@frostbergmail.com		1	169.00	Never	0	0
1021	ERIK HENRIK BERNHARDSEN	erikb@frostbergmail.com	Remedios Tremblay	1	103.00	Never	0	0
450	WILLIAM ZOMBARTZ	williamzombartz@gmail.com	uk	1	100.00	Never	0	0
1032	Erasmus Hendrik Bern	erikb@frostbergmail.com		1	80.00	Never	0	0
1018	François Tremblay	gregoire.tremblay@gmail.com		1	67.00	Never	0	0
1012	WILLIAM ZOMBARTZ	williamzombartz@gmail.com		1	63.00	Never	0	0
1027	WILLIAM ZOMBARTZ	williamzombartz@gmail.com		1	35.00	Never	0	0
1029	ERIK HENRIK BERNHARDSEN	erikb@frostbergmail.com		1	28.00	Never	0	0
1023	ERIK HENRIK BERNHARDSEN	erikb@frostbergmail.com		1	14.00	Never	0	0

Such a comparison will produce comparative columns for the purchases of each customer, for the selected years, and a two-tabbed table with values derived from the compared date ranges.



Products

This sections hosts all the information pertaining to your site's products.

The information displayed includes:

- **Product ID**
- **Product SKU**
- **Product Name**
- **Total Orders** per product
- **Total Revenue** per product
- **Last Purchased Date** (the date when the last purchase was made for this product)

The top filters bar allows you to select:

A screenshot of the top filters bar. It includes a search bar with a magnifying glass icon and a 'Search Tools' button. Below the search bar are several dropdown menus: 'Enter No of Products to display', 'Select Type of Data', 'Select a Product', 'Select Date Range', 'Select a Year', 'Select Daterange to compare', 'Select year to compare', and 'Select Order Status'.

- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **No of products to display** (in case you need to select the top 5,10 or 100)
- **Type of Data** (allows you to quickly sort and view products based on your Revenue, their Orders or those who never bought anything for the selected period)
- **Select a Product** (view a specific product)
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how sales are doing compared to past dates)
- **Order Status** (filter the type of order statuses for which you want to project data)

Comparison

The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:



Search

Q

Search Tools

Clear

20

Enter No of Products to display

Top Revenues

Select a Product

First Quarter

2017

Second Quarter

2017

Select Order Status

Selected Year 2017

Compared Year 2017

Product ID	Product SKU	Product Name	Total Orders	Total Revenue *	Last purchased Date	Total Orders for 2017	Total Revenue for 2017
712	LE464509	Camaleonte Jacket 7mm	2	190.00	08-03-2017	0	0
734	LS50600	Logica 5mm	1	150.00	21-02-2017	0	0
632	LE466909	Cernia Pants 7mm	1	116.00	08-03-2017	0	0
487	DG000999	Termico Man	1	99.00	25-01-2017	1	99.00
714	LE464609	Camaleonte Pants 7mm	1	74.00	08-02-2017	0	0
605	Z16129-31	Σκούφος Καλύβησης Νεοπρίν Strapless	2	72.00	20-02-2017	0	0
527	S933009	Warm Guard Long Man	1	65.00	15-02-2017	0	0
672	RC556000	Orca	1	63.00	17-01-2017	0	0
262	DG005099	Termico Lady	1	63.00	23-01-2017	0	0
699	Z14419	Σημοδούρα 28L με στεγανή θήκη	1	40.00	20-02-2017	2	80.00
593	Z16138-40	Γάντια Καλύβησης Νεοπρίν	1	32.00	30-01-2017	0	0
630	DG003199	Little Shark Girl	1	32.00	08-02-2017	0	0
594	Z16132-4	Καλτσόκια Καλύβησης Νεοπρίν	1	32.00	30-01-2017	0	0
604	Z16126-8	Σκούφος Καλύβησης Νεοπρίν	1	32.00	02-01-2017	0	0
357	DE202999	Planet	1	26.00	15-02-2017	1	26.00
654	LX431109	Κοντό Μπουφάν Minorca 3mm	1	24.00	10-02-2017	0	0
655	DF200039	Καλτσόκια Ultra Stretch 1.5mm	1	18.00	15-02-2017	0	0
195	LR106600	Κουκούλα Castoro 5mm	1	17.00	14-03-2017	1	17.00
741	BTAB11602	Σημοδούρα Torpedo Sport	1	12.90	14-03-2017	0	0
723	EJA700003	Πινσας Γραφής Καρπού Πολυεπίπεδος	1	9.90	21-02-2017	0	0

1

2

Results 1 - 20 of 21

Total Orders : 218

Total Revenues : 9417.10

Such a comparison will produce comparative columns for the sales of each product, for the selected date ranges, and a two-tabbed table with values derived from the compared date ranges.



Stock

This sections hosts all the information pertaining to your site's inventory.

The information displayed includes:

- **Product ID**
- **Product SKU**
- **Product Name**
- **Products in Stock**
- **Value of Stock** (based on the purchase price for each product which you can enter in the Product Purchasing Menu)
- **Value on Sales** (based on the actual selling price for each product which is drawn from your settings in Virtuemart®)

The top filters bar allows you to select:

<input type="text" value="Search"/>	<input type="button" value="Q"/>	<input type="button" value="Search Tools ▲"/>	<input type="button" value="Clear"/>
<input type="text" value="Select a Product"/> ▼	<input type="text" value="Select a Category"/> ▼		

- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **Select a Product** (view a specific product)
- **Select a Category** (view all products from a specific category)



Product Analysis

This sections hosts a per product analysis that illustrates how each and every product is performing.

The information displayed includes:

- **Product ID**
- **Product Name**
- **Product SKU**
- **Actual Price** (the product's base price without any discounts)
- **Retail Price** (your selling price)
- **Discount Price** (your overwrite price, if used)
- **Purchasing Price** (your cost for buying the product which you can enter in the Product Purchasing section)
- **Gross Margin** (calculates your gross profit margin between your purchasing price and your Retail Price)
- **Gross Margin %** (calculates the percentage of your gross profit margin between your purchasing price and your Retail Price)
- **Units Sold** (for this specific product and within the date range you selected)
- **Sales Revenue**
- **Profit on Sales** (calculates the total revenue minus your purchasing cost for this product)
- **Advertising** (shows the cost of advertising for this specific product which you can enter in the Product Advertising Section)
- **Indirect Costs** (allocates all indirect costs such as running costs and brand advertising, taking into account the number of units sold)
- **EBT** (Earnings Before Taxes)

The top filters bar allows you to select:

Search		Search Tools ▲	Clear
Select a from date	Select a to date	Select a Product	▼

- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **Date From**
- **Date To**
- **Select a Product** (view a specific product)



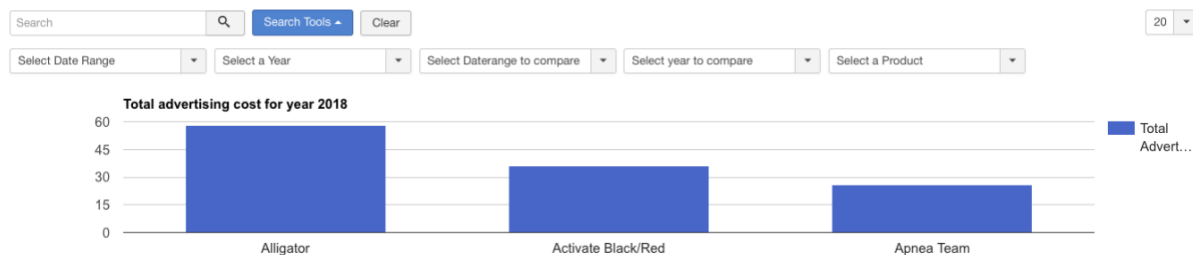
Product Advertising

If you doing specific product promotion, this section will allow you to enter such costs on a per product basis which will then be used for calculations throughout the component.

The information displayed includes:

- **Product Name**
- **Year** for which the Advertising is displayed
- **Total Cost** of direct advertising per product
- **AVG/Month** the average per month spending on direct product advertising
- **Added Date** (the date these values were added)
- **Modified Date** (the date these values were modified)

The top filters bar allows you to select:



- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how sales are doing compared to past dates)
- **Year to Compare** (Here you select the year for which the previous data will be compared)
- **Select a Product** (view a specific product)

How to allocate direct product advertising costs.



In the top left you should press New. When this is pressed you are directed to the following screen:



Select a VirtueMart
Product *

Select a Product

Select a Year *

Select a Year

January

0

February

0

March

0

April

0

May

0

June

0

July

0

August

0

September

0

October

0

November

0


December

0

The first thing you need to do is select for which product you are entering advertising costs.

Then you should select for which year the entered costs apply.

Then you can fill in costs per month for any and/or all the above year's months.

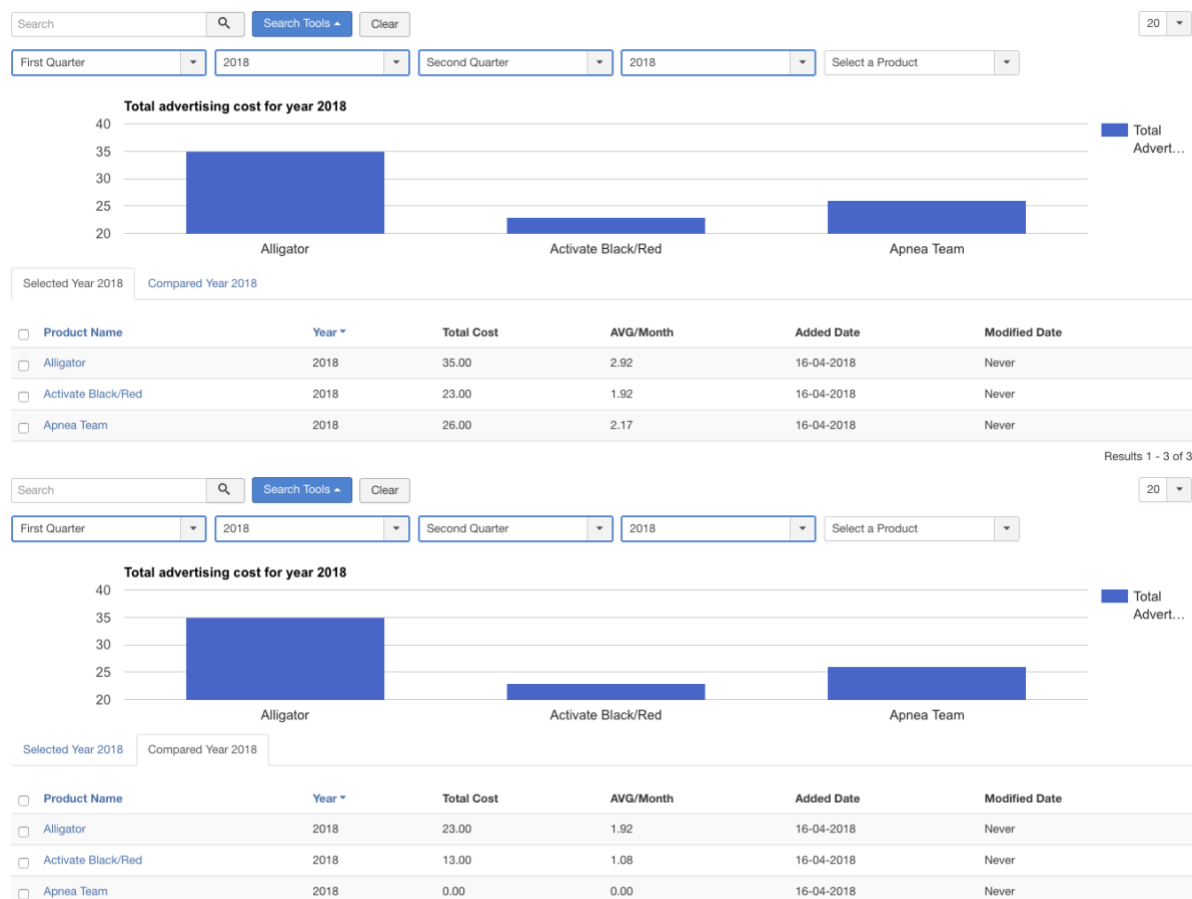
 Save	 Save & Close	 Cancel
--	--	--

Pressing Save will save those values and use them to calculate direct product advertising costs for the component.



Comparison

The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:



Such a comparison will produce a two-tabbed table with values derived from the compared date ranges.



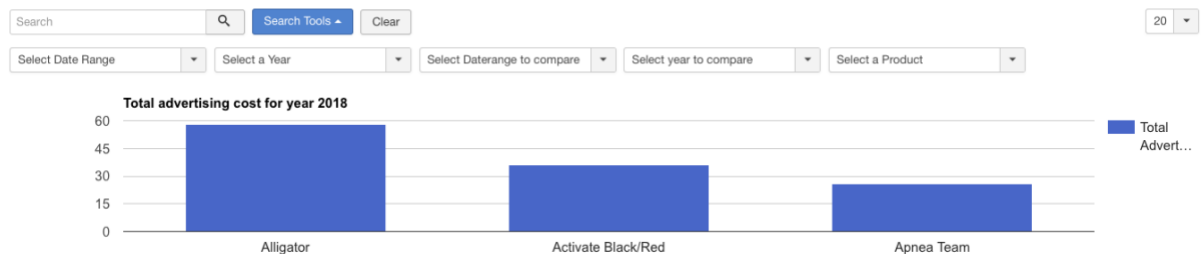
Brand Advertising

If you doing brand advertising, this section will allow you to enter such costs which will then be used for calculations throughout the component.

The information displayed includes:

- **Year** for which the Advertising is displayed
- **Total Cost** of direct advertising per product
- **AVG/Month** the average per month spending on direct product advertising
- **Added Date** (the date these values were added)
- **Modified Date** (the date these values were modified)

The top filters bar allows you to select:



- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how sales are doing compared to past dates)
- **Year to Compare** (Here you select the year for which the previous data will be compared)

How to allocate brand advertising costs:



In the top left you should press New. When this is pressed you are directed to the following screen:



Select a Year *

Select a Year

January

0

February

0

March

0

April

0

May

0

June

0

July

0

August

0

September

0

October

0

November




0

December

0

The first thing you need to do is select for which year the entered costs apply.

Then you can fill in costs per month for any and/or all the above year's months.

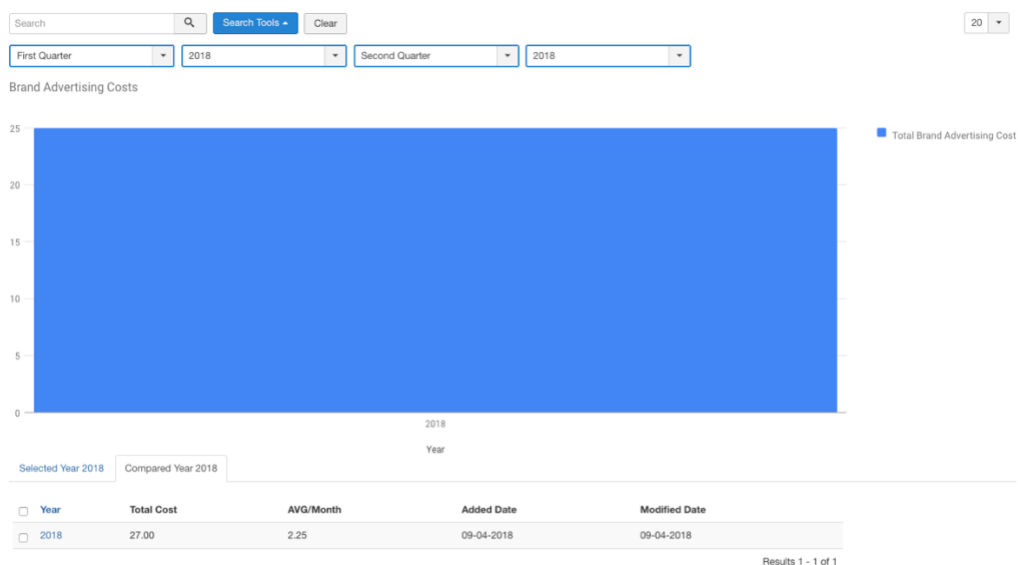
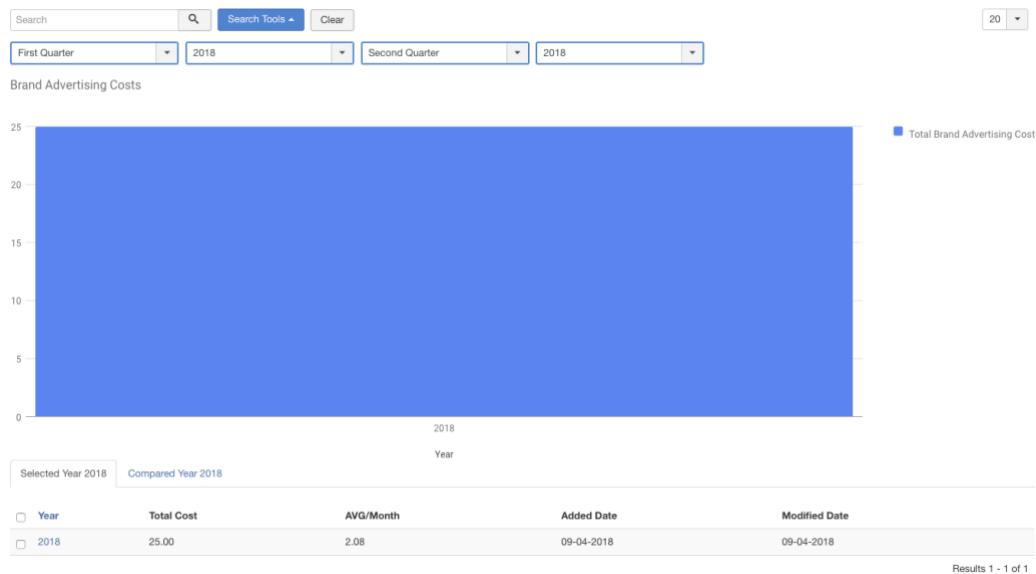
 Save	 Save & Close	 Cancel
--	--	--

Pressing Save will save those values and use them to calculate brand advertising costs for the component.



Comparison

The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:



Such a comparison will produce a two-tabbed table with values derived from the compared date ranges.



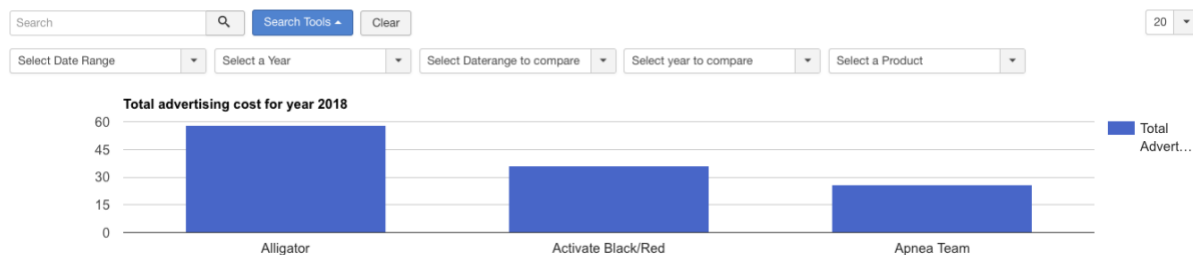
Running Costs

This sections hosts all figures regarding running (operational) costs which will then be used for calculations throughout the component.

The information displayed includes:

- **Year** for which the Advertising is displayed
- **Type** (the type of costs that the figures refer to)
- **Total Cost** of direct advertising per product
- **AVG/Month** the average per month spending on direct product advertising
- **Added Date** (the date these values were added)
- **Modified Date** (the date these values were modified)

The top filters bar allows you to select:



- **Search** for a specific cost or press **Search Tools** to view more search and filtering options
- **Date range** (Here you can select preset date ranges such as current month, first quarter, etc.)
- **Year** (Here you select the year for which the data will be projected, default is current year)
- **Compare with Date Range** (Here you can select preset date ranges such as current month, first quarter, etc. and compare these results to the above selected Date Range. Especially useful for comparing how expenditure is going compared to past dates)
- **Year to Compare** (Here you select the year for which the previous data will be compared)

How to allocate running costs:



In the top left you should press New. When this is pressed you are directed to the following screen:



Select a Year *

Utilities		Payroll		Logistics	
JAN	<input type="text" value="0"/>	JAN	<input type="text" value="0"/>	JAN	<input type="text" value="0"/>
FEB	<input type="text" value="0"/>	FEB	<input type="text" value="0"/>	FEB	<input type="text" value="0"/>
MAR	<input type="text" value="0"/>	MAR	<input type="text" value="0"/>	MAR	<input type="text" value="0"/>
APR	<input type="text" value="0"/>	APR	<input type="text" value="0"/>	APR	<input type="text" value="0"/>
MAY	<input type="text" value="0"/>	MAY	<input type="text" value="0"/>	MAY	<input type="text" value="0"/>
JUN	<input type="text" value="0"/>	JUN	<input type="text" value="0"/>	JUN	<input type="text" value="0"/>
JUL	<input type="text" value="0"/>	JUL	<input type="text" value="0"/>	JUL	<input type="text" value="0"/>
AUG	<input type="text" value="0"/>	AUG	<input type="text" value="0"/>	AUG	<input type="text" value="0"/>
SEP	<input type="text" value="0"/>	SEP	<input type="text" value="0"/>	SEP	<input type="text" value="0"/>
OCT	<input type="text" value="0"/>	OCT	<input type="text" value="0"/>	OCT	<input type="text" value="0"/>
NOV	<input type="text" value="0"/>	NOV	<input type="text" value="0"/>	NOV	<input type="text" value="0"/>
DEC	<input type="text" value="0"/>	DEC	<input type="text" value="0"/>	DEC	<input type="text" value="0"/>

Licenses and Royalties		Outsourcing	
JAN	<input type="text" value="0"/>	JAN	<input type="text" value="0"/>
FEB	<input type="text" value="0"/>	FEB	<input type="text" value="0"/>
MAR	<input type="text" value="0"/>	MAR	<input type="text" value="0"/>
APR	<input type="text" value="0"/>	APR	<input type="text" value="0"/>
MAY	<input type="text" value="0"/>	MAY	<input type="text" value="0"/>
JUN	<input type="text" value="0"/>	JUN	<input type="text" value="0"/>
JUL	<input type="text" value="0"/>	JUL	<input type="text" value="0"/>
AUG	<input type="text" value="0"/>	AUG	<input type="text" value="0"/>
SEP	<input type="text" value="0"/>	SEP	<input type="text" value="0"/>
OCT	<input type="text" value="0"/>	OCT	<input type="text" value="0"/>
NOV	<input type="text" value="0"/>	NOV	<input type="text" value="0"/>
DEC	<input type="text" value="0"/>	DEC	<input type="text" value="0"/>

The first thing you need to do is select for which year the entered costs apply.

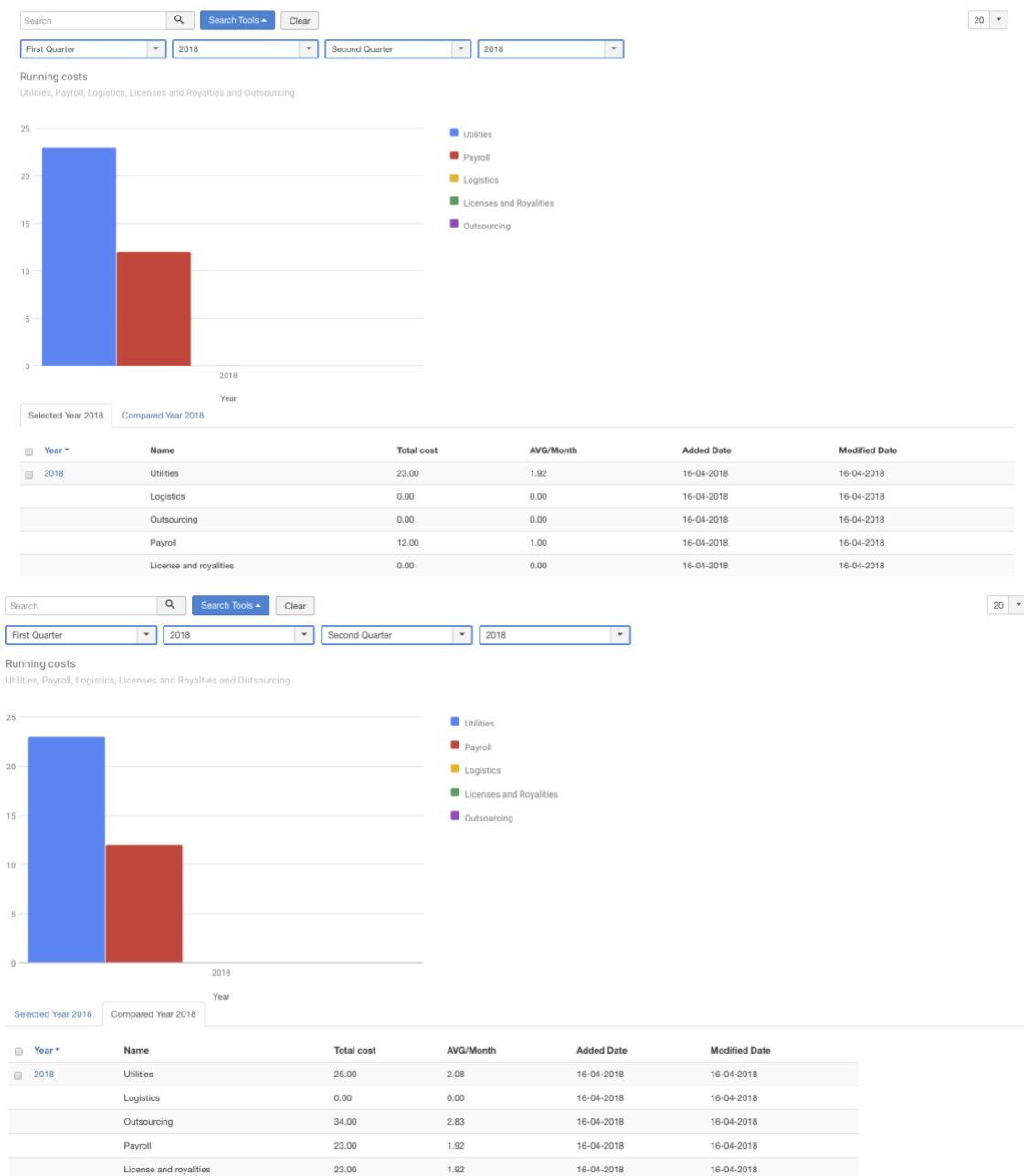
Then you can fill in costs per month and type of cost for any and/or all the above year's months and types of costs.

Pressing Save will save those values and use them to calculate brand advertising costs for the component.



Comparison

The top filters bar allows you to select Date Ranges for comparison. You can compare any preset date range of any year with any other preset date range of the same or of any other year such as below:



Such a comparison will produce a two-tabbed table with values derived from the compared date ranges.



Product Purchasing

One of the most vital information regarding sales is the ability to have a clear and constant view of your profitability on a per sale basis. To achieve this we have designed this section which allows you to enter the purchasing cost of each product separately and use these figures for calculations throughout the component.

The information displayed includes:

- **Product Name**
- **Product SKU**
- **Added Date** (the date these values were added)
- **Modified Date** (the date these values were modified)
- **Purchasing Price** (the purchasing cost per product)
- **Add/Edit**

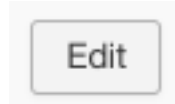
The top filters bar allows you to select:

A screenshot of the top filters bar. It contains a search input field with the placeholder text 'Search', a magnifying glass icon, a blue button labeled 'Search Tools' with a small upward arrow, and a grey button labeled 'Clear'. Below this is a dropdown menu with the placeholder text 'Select a Product' and a downward arrow icon.

- **Search** for a specific product or press **Search Tools** to view more search and filtering options
- **Select a Product** (view a specific product)

How to allocate running costs:

On the right side of each product there is this button:



When this is pressed a popup emerges:



Added Date	Modified Date	Purchasing Price	Add/Edit
	Never		<input type="button" value="Edit"/>
2018-06:51			<input type="button" value="Edit"/>
2018-06:52			<input type="button" value="Edit"/>

[\[Close\]](#)

Purchasing Price of product(without currency)

In there you can store the purchasing cost for this specific product. After you enter the figure, you should press Update. Pressing Update will save this value and use it to calculate this product's cost for the component.



Taxes

This section allows you to enter local Revenue tax percentage as well as local (your country's) VAT tax percent.

Revenue Tax in %

If you are including VAT in your store prices and not using VAT (tax) rules in Virtuemart, please check the box below and enter your country's VAT % so that VAT can be calculated in your sales statistics.

Product prices include VAT? ☒

VAT in %

If you use Virtuemart® taxes and rules the field Prices Include VAT should be unchecked.

If you include VAT in your final prices without using Tax system then you should check the Prices Include VAT box and enter your VAT percentage below.

After entering all the values, pressing Save on the top right will store them and use them throughout the Components calculations.



In case you have any question on the component's functionality, or if you encounter any bug during its operation, please feel free to contact us through our ticketing system here:

<https://totalappsworld.com/support>

We'll get back to you the soonest possible!

Thank you for choosing Advanced Sales Report for Virtuemart.



Total Apps World team