



# Category Performance Reports

## (Sales Performance)

Category performance reports help you to identify the best performing categories.

You can generate category performance reports based on either **Sales Performance** or **Stock Performance**:

**Category Sales Performance** shows your store's categories ranked by their sales over the last 30 days. Metrics included in this report are:

1. **Share of Sales** – Shows you the % contribution of a category to your total sales.
2. **Sales Growth** – The change in sales this year compared with the same 30 days last year.
3. **Gross Margin %** – The portion of each category's sales that is your profit margin.
4. **Products Sold** – A count of the number of distinct Products with sales in the last 30 days.
5. **Average Price** – The average value of each product sold.

Branch G - Sales Performance							
For the 30 days ending Friday 15th July 2022							
All Products, All Categories.							
	Category	Sales \$	Share of Sales	Sales Growth	Gross Margin %	Products Sold	Average Price
1	BODY PRODUCTS	\$4,782	25.7%	29%	54.5%	156	\$15.99
2	DECOR	\$3,541	19.1%	-24%	58.9%	101	\$25.29
3	CANDLES	\$2,736	14.7%	40%	58.8%	111	\$16.09
4	TOYS	\$2,458	13.2%	12%	59.7%	84	\$12.54
5	GIFTWARE	\$1,634	8.8%	-14%	57.1%	75	\$11.19
6	FRAMES	\$1,385	7.5%	10%	60.5%	29	\$26.64
7	CLOCKS	\$783	4.2%	2%	57.1%	14	\$52.19
8	BABY AND MATERNITY	\$494	2.7%	-52%	56.8%	23	\$20.58
9	BATHROOM	\$492	2.6%	-35%	58.3%	15	\$25.88
10	LUGGAGE AND TRAVEL ACCESSORIES	\$268	1.4%	-55%	58.9%	17	\$14.10
	<b>Total</b>	<b>\$18,573</b>	<b>100.0%</b>	<b>-1%</b>	<b>57.7%</b>	<b>625</b>	<b>\$17.20</b>

[View Variance to Average](#)  
[Export to Excel](#)  
[Print Report](#)  
[Help](#)

**Note:** You can drill-down to see the best-selling products in each category with just a single click!

BODY PRODUCTS - Sales Performance							
For the 30 days ending Friday 15th July 2022							
All Products, Store = Branch G.							
	ID	Product	Sales \$	Sales Quantity	Gross Margin %	Gross Margin \$	Average Price
1	234711	SCENTCHIPS [12] 56gm BOX [T20X]	\$405	28	65.6%	\$231	\$14.46
2	226259	T50250 250ml DIF SET LMNGRS LIM BRG T20X	\$200	5	50.1%	\$87	\$39.99
3	236336	N20877 60G CANDL MAGNOLIA AND PEONY T20X	\$153	9	50.1%	\$67	\$16.99
4	237660	G10050 DIFF 100ml COCO VAN 1PLUS1 [T20X]	\$150	6	50.1%	\$65	\$24.99
5	215100	MP2 POMEGRANITE HANDCREAM	\$114	6	56.7%	\$56	\$18.99
6	236645	B30251 HND CRM GIFT SET 3x30ml ASST T20X	\$100	4	50.1%	\$44	\$24.99
7	227829	SL20 SHEA LAVENDER NOURISHING HAND CREME	\$100	5	56.2%	\$49	\$19.99
8	223746	N20820 250ML DIFF ROSE PATCH YLANG T20X	\$80	2	50.1%	\$35	\$40.00
9	227831	LV1 LEMON VERBENA NOURISH HAND CREME	\$80	4	56.2%	\$39	\$19.99
10	224582	T50211 500ml HND LOTION KITCH THRPY T20X	\$80	4	50.1%	\$35	\$19.99
11	215662	M2 MANGO AND PAPAYA HAND CREME	\$76	4	56.7%	\$37	\$18.99
12	215097	MV2 VANILLA HANDCREAM	\$76	4	56.7%	\$37	\$18.99
13	237661	G10051 DIFF 100ml ROSE PATCH 1PLUS1 T20X	\$75	3	50.1%	\$33	\$24.99
14	237662	G10052 DIFF 100ml ORA JASMIN 1PLUS1 T20X	\$75	3	50.1%	\$33	\$24.99

[Export to Excel](#)  
[Print Report](#)  
[Help](#)

# Category Performance Reports

## (Stock Performance)

Category performance reports help you to identify the best performing categories. You can generate category performance reports based on either **Sales Performance** or **Stock Performance**:

**Category Stock Performance** shows your store's categories ranked by their value of Stock on Hand as at the close of business yesterday. Metrics included in this report are:

1. **Stock on hand \$** – Value of stock based on Cost excl. GST.
2. **Share of Stock** – Shows you the % contribution of a category to your total stock holding.
3. **Products Sold** – A count of the number of distinct Products with stock in each Category.
4. **Stock Turn** – A KPI showing how many times per year your Stock on Hand will be “turned” or sold. Note: A Stock Turn 2.0 means you have more than 6 months stock!
5. **Dead Stock** – Shows the Value and % of each Category stock that is “Dead” i.e., hasn't sold for 180 days or more.

Branch G - Stock Performance							
As at Friday 15th July 2022							
All Products, All Categories.							
Category	Stock on Hand \$	Share of Stock	Products Stocked	Stock Turn	Dead Stock \$	Dead Stock %	
1 DECOR	\$15,942	24.3%	478	1.0	\$8,529	54%	
2 BODY PRODUCTS	\$13,267	20.2%	402	1.7	\$1,818	14%	
3 GIFTWARE	\$11,278	17.2%	416	0.7	\$3,039	27%	
4 TOYS	\$7,773	11.8%	269	1.3	\$2,296	30%	
5 CANDLES	\$6,921	10.5%	312	1.7	\$2,447	35%	
6 FRAMES	\$3,102	4.7%	150	1.9	\$1,480	48%	
7 CLOCKS	\$2,951	4.5%	102	1.2	\$1,635	55%	
8 BATHROOM	\$2,068	3.1%	96	1.0	\$694	34%	
9 LUGGAGE AND TRAVEL ACCESSORIES	\$1,716	2.6%	57	0.7	\$545	32%	
10 BABY AND MATERNITY	\$644	1.0%	50	3.5	\$186	29%	
<b>Total</b>	<b>\$65,663</b>	<b>100.0%</b>	<b>2,332</b>	<b>1.3</b>	<b>\$22,669</b>	<b>35%</b>	

**Note:** You can drill-down to see the Stock on hand of all products in each category with just a single click!

DECOR - Stock Performance								
As at Friday 15th July 2022								
All Products. Store = Branch G.								
ID	Product	Stock on Hand \$	Stock on Hand Quantity	On Order Quantity	Days Out of Stock	Days Since Last Sale	Cost	
1	218647 YF0841 FLOOR DRESS MODEL 149cm	\$356	4				\$89.00	
2	215490 E10700 SHEEP LARGE [T20X]	\$249	1			730	\$249.00	
3	234403 UD00120 RED TRACTOR COOLER [T20X]	\$242	1			194	\$242.10	
4	234402 UD00118 FIRE ENGINE COOLER [T20X]	\$234	1			144	\$234.00	
5	213659 E10250 BULL COOLER LARGE [T20X]	\$229	1			569	\$228.60	
6	217916 E10220 LARGE BULL [T20X]	\$225	1				\$225.00	
7	220899 E11310 MED RALPH THE DOG [T20X]	\$192	1			816	\$192.00	
8	213653 E10900 TIN HENRY HORSE SMALL [T20X]	\$171	1			475	\$171.00	
9	215493 E11100 BILLY GOAT SMALL [T20X]	\$160	1				\$160.00	
10	217917 E10200 SMALL BULL [T20X]	\$160	1				\$160.00	
11	218524 NK1008R [1] CARDINAL RED COAT STAND 187c	\$124	1			543	\$124.00	
12	224202 SP6999 942493 [2] ANTIQUE WHT JEWEL BOX	\$120	4			74	\$30.00	
13	228809 JW1000 LGE WHITE BUDDHA	\$120	2		30		\$59.95	
14	236159 DJWW1515B LGE BLUE BUDDHA	\$120	2			220	\$59.95	
15	236161 DJWW1515W LGE WHITE BUDDHA	\$120	2				\$59.95	