WooCommerce Reporting Metrics Explained (Net, Gross, Total Sales)

References · https://wpfactory.com/docs/woocommerce-sales-report-metrics-explained/

WooCommerce reporting metrics explained

This reference defines every figure in the WooCommerce sales report so Net Sales, Gross Sales and Total Sales are never ambiguous. It applies to the reports in WooCommerce Advanced Reporting and Statistics.

Sales figures

Metric	Definition	How it is calculated
Net Sales	Before taxes and shipping, after discounts and refunds.	Order total minus tax minus shipping minus shipping tax.
Gross Sales	Before taxes, shipping, discounts and refunds.	Net sales plus discounts plus refunds (adds back what was deducted).
Total Sales	Before discounts and refunds, after taxes and shipping.	Order total plus discounts plus refunds.
Shipping	Shipping charged to customers.	Sum of order shipping totals.
Taxes	Tax collected.	Sum of order tax plus shipping tax.
Refunds	Money returned to customers.	Sum of order refund amounts.
Discounts	Discounts and coupons applied.	Sum of order discount totals.

Why Net can look small. In WooCommerce the stored order total already includes tax and shipping. Net Sales strips those back out, so it reflects the value of the products themselves after discounts and

refunds. Gross Sales then adds discounts and refunds back to show sales before any deductions.

Counts and rates

Metric	Definition
#Products Purchased	Count of line items across the orders in the period.
#Orders	Number of orders in the period.
Avg Net Sales / day	Sales for the period divided by the number of days in it.
Sales Every	The average number of days between days that had at least one sale. A value of 2 means, on average, a sale happened every other day.

Month and year reports

The Orders by Month and Orders by Year tabs use the same Net, Gross and Total sales definitions, one row per period, plus two extra figures:

- **Average Sales**: the mean sales value across the completed periods shown (the current, incomplete period is excluded).
- **Forecast**: a growth-based projection for the next period. The plugin measures the average growth ratio between consecutive periods and applies it to the average. When growth is not flat, the report also prints the growth rate it used.

Because the forecast needs at least two completed periods to measure growth, it falls back to the plain average when there is only one period of data.

Note on order status

Every figure above is limited to the order statuses included in the report. If you do not choose a status, the report uses your **Selected default status** (Completed, Processing, On hold and Refunded by default). Changing the included statuses changes all of these numbers.



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Related articles

- WooCommerce Advanced Reporting and Statistics Settings Reference
- How to Read the WooCommerce Sales Report and Overview
- WooCommerce Sales Report by Month and Year (with Forecast)
- Advanced Reporting: Developer Hooks & Filters Reference
- How to Schedule Automated WooCommerce Sales Email Reports