How to Read the WooCommerce Sales Report and Overview

How to · https://wpfactory.com/docs/woocommerce-sales-report-overview/

The WooCommerce sales report on the General tab gives you a single dated view of revenue, orders, customers, products and more. It is the main report in WooCommerce Advanced Reporting and Statistics, and this guide explains the headline totals and every table it produces.

Open the report

1. Go to **WPFactory > Reporting & Statistics**.
2. Stay on the **General** tab (it is selected by default).
3. Pick a period under **Dates Selection** and, optionally, a single status under **Choose Status**.
4. Click **Filter Orders**.

If you do not choose a status, the report uses the **Selected default status** set on the Settings tab. Out of the box that is Completed, Processing, On hold and Refunded.

The overview totals

After the report loads, a row of summary cards appears. Each one is a store-wide total for the period you selected.

Card	What it means
NET SALES	Sales before taxes and shipping, after discounts and refunds.
GROSS SALES	Sales before taxes, shipping, discounts and refunds.
TOTAL SALES	Sales before discounts and refunds, after taxes and shipping.
SHIPPING	Total shipping collected.
TAXES	Total tax collected.

Card	What it means
REFUNDS	Total refunded in the period.
DISCOUNTS	Total discounts applied.
#PRODUCTS PURCHASED	Number of line items across all orders.
#ORDERS	Number of orders in the period.
AVG NET SALES / day	Average net sales per day across the period.
SALES EVERY	The average gap, in days, between days that had a sale.

For the exact arithmetic behind Net, Gross and Total sales, see the **reporting metrics glossary**.

The detailed tables

Below the totals, the report is split into tabs, each with its own searchable table:

Tab	Columns
Orders	The order fields you selected under Orders Custom Report (see below).
Customers	Customer Name, Phone, Email, Country, State, City, Company, # of Orders, Total Sales.
Products	Product, SKU, Items Sold, Net Sales, Gross Sales.
Categories	Category, Items Sold, Net Sales, Gross Sales.
Countries	Country, # of Orders, Total Sales.
Payment Methods	Payment Method, Orders, Total Sales.
Coupons	Coupon, Total.

The Products, Countries, Payment Methods, Categories and Coupons tabs also draw a chart next to the table, so you can see the breakdown visually. Every table has a search box, and an **Export** button that saves it as an Excel (.xlsx) file.

WooCommerce Advanced Reporting & Statistics Pro

General | Orders by Month | Orders by Year | Top 5 Products | Stock Management | Settings

Dates Selection... | Choose Status... | Filter Orders

This Month Analysis

NET SALES	GROSS SALES	TOTAL SALES	SHIPPING
before taxes, shipping; after discounts, refunds	*before taxes, shipping, discounts, refunds*	*before discounts, refunds; after taxes, shipping*	
$470.00	$470.00	$505.00	$35.00

TAXES	REFUNDS	DISCOUNTS	#PRODUCTS PURCHASED
$0.00	$0.00	$0.00	20

#ORDERS	AVG NET SALES / day	SALES EVERY
7	$18.08	26 days

Orders | Customers | Products | Categories | Countries | Payment Methods | Coupons

ORDERS PLACED

Search...

Export to xlsx

ID	DATE CREATED	STATUS	PAYMENT METHOD TITLE	COUPON CODES	BILLING FIRST NAME	BILLING LAST NAME	BILLING COUNTRY	SHIPPING TOTAL	TOTAL DISCOUNT	TOTAL TAX	TOTAL REFUNDED	SUBTOTAL	TOTAL
87	27-09-2026 18:58:46	processing	Direct bank transfer		Emma	Stone	United States (US)	5	0	0	0	50	55.00
40	27-09-2026 18:29:34	completed	Direct bank transfer		Emma	Stone	United States (US)	5	0	0	0	72	77.00
39	27-09-2026 18:29:31	processing	Direct bank transfer		Sofia	Reyes	United States (US)	5	0	0	0	44	49.00
38	27-09-2026 18:29:29	completed	Cash on delivery		Liam	Carter	United States (US)	5	0	0	0	70	75.00
36	27-09-2026 18:29:24	on-hold	Direct bank transfer		Sofia	Reyes	United States (US)	5	0	0	0	71	76.00
35	27-09-2026 18:29:20	processing	Cash on delivery		Liam	Carter	United States (US)	5	0	0	0	128	133.00
34	27-09-2026 18:29:17	completed	Direct bank transfer		Emma	Stone	United States (US)	5	0	0	0	35	40.00

The Orders table needs setup

The **Orders** tab is empty until you tell the plugin which order fields to show. If you see "Please check the settings page for fields to display," open **Settings > Orders Custom Report** and tick the fields you want. See the **custom orders report** guide.

Use cases

- **Month-end review.** Set the period to This Month and read Net Sales, Orders and top Products in one screen.
- **Find your best market.** Open the Countries tab to see where orders come from.
- **Check coupon impact.** The Coupons tab shows how much each code cost you.
- **Export for accounting.** Export any table to Excel and hand it to your bookkeeper.

Troubleshooting

- **No data appears:** confirm the date range covers orders, and that the statuses you expect are in **Selected default status** (or pick one under Choose Status).
- **The Orders table is empty:** select fields in Orders Custom Report.
- **Totals look lower than expected:** refunds and the chosen statuses both affect the figures. Check which statuses are included.



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Related articles

- WooCommerce Sales Report by Month and Year (with Forecast)
- How to Schedule Automated WooCommerce Sales Email Reports
- How to Give Staff Access to WooCommerce Reports
- How to Filter WooCommerce Reports by Country, Product, Customer and More
- How to Build a Custom Orders Report in WooCommerce