

Check your store sales numbers

See your store's revenue, number of orders and average order for any stretch of time, and filter by how the order was paid.

Add-on **Online store**

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first. Your store keeps a running total of what you've sold. Here's how to see it for any stretch of time.

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Sales**.
3. Click **Orders**.
4. Choose a **Time range**:
 - today
 - last 7 days
 - last month
 - last 3 months
 - lifetime
5. Read the three numbers:
 - **Revenue**: the total sales for that time range.
 - **Number of orders**: how many orders came in.
 - **Average order value**: revenue divided by the number of orders.
6. To narrow things down, use the other filters:
 - **Order source**: where the order came from: your store, memberships or bookings. It only shows if you use more than one.
 - **Payment status**: **Paid**, **Pending**, **Refunded**, **Failed** or **Canceled**.
 - **Purchase type**: one time or subscription.

Tips

- To look at paid orders only, filter **Payment status** to **Paid**.
- Compare like with like: this month against the same month last year, not against a holiday week.
- If you take more than one currency, the numbers show separately for each one.
- Test orders aren't counted, so a practice order won't change your totals.
- A busy week can lift the average, and a few small orders can pull it down. Look at a few months before drawing a conclusion.
- These are quick numbers, not your books. For tax or accounting questions, check with your accountant.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Related guides: Find and manage your orders · How your online store works · Track store sales in Google Analytics · Find your site's numbers on the dashboard · Refund or cancel an order

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