Using Oracle Commerce Reports

ORACLE®

Using Oracle Commerce Reports,

F59932-01

Contents

6   Modify Page and Account Settings

A   Appendix I: Metric Definitions

B   Appendix II: Understand Report Timeframes

1
Understand Your Reports

Oracle Commerce Reports are based on the Oracle Business Intelligence Enterprise Edition tool, or OBIEE, which is used for analyzing and presenting data.

You can filter Oracle Commerce Reports data and view results in the form of dashboards, with analyses shown as tables and graphs. This section provides you with some basic information related to your web store's performance reports.

Browser language

The Oracle Commerce administration interface automatically displays in your browser's preferred language, provided it is a language that Oracle Commerce supports, and therefore this also applies to Oracle Commerce Reports.

See Select additional languages for details.

Use accessibility mode

OBIEE has an accessibility mode, however, it is not used by default. Each user can decide whether to enable accessibility mode after sign in.

OBIEE's accessibility features are described in Oracle Fusion Middleware User's Guide for Oracle Business Intelligence Enterprise Edition.

Enable accessibility mode

Use the following steps to enable OBIEE's accessibility mode:

1. Press **Tab** multiple times to navigate through the global header, until the focus is on your user name in the Signed In As area.
2. Press **Enter**, then **Tab** to highlight the My Account link.
3. Press **Enter** to display the **My Account** dialog.
4. Press **Tab** to select the **Preferences** tab.
5. Press **Tab** to navigate through the fields on the tab until you reach the Accessibility Mode options.
6. Use the arrow keys to select the **On** option.
7. Press **Enter** to save your changes and close the dialog.
8. Refresh the page to see it displayed in accessibility mode.

About keyboard shortcuts

Oracle Commerce Reports support standard keyboard shortcuts that are used in many software applications. In addition, the service provides its own shortcuts. See About keyboard shortcuts for more details.

Reference third-party qualifications

Oracle Business Intelligence Enterprise Editions can be used in conjunction with third party versions.

The following URL outlines this information:

http://www.oracle.com/technetwork/middleware/fusion-middleware/documentation/fmw-122120-certmatrix-3254735.xlsxhttp://www.oracle.com/technetwork/middleware/fusion-middleware/documentation/fmw-122120-certmatrix-3254735.xlsx

Read documentation and view training videos

You can access the latest product documentation and training videos through the Oracle Help Center page for Commerce. This page also contains links to blogs, developer communities, and Support. (Please note that some of these resources require an account for access.)

From the OCC dashboard, you can click:

- How Do I? to view the documentation.
- Videos and Tutorials to view the training videos.

Reporting documentation can be accessed via the following URL:

https://docs.oracle.com/en/cloud/saas/commerce-cloud/analyze-and-report.html.

You can also access the in Oracle Fusion Middleware User's Guide for Oracle Business Intelligence Enterprise Edition via the help icon located above the Metric Definitions link on the top right of your page.

2
Access Reports

Oracle Commerce provides you with a dashboard displaying an overview of the daily totals and trends for your site.

You can navigate from the dashboard to the full reports by either clicking the 'View all reports' link, or selecting 'View full report' from the Sales Orders graph. Alternatively, you can click the Reports page option from the main menu. In both instances, you are taken to a separate browsing window.

Access the Home Page

The Home page displays summaries of your site activity in relation to sales, site traffic, products, and promotions for a chosen timeframe.

Upon opening the OBIEE reports, a separate browsing window pops up with the Home tab automatically displayed. From here you can choose to view an overview summarizing how your site has performed in either the last 24 hours, or the last 7 days. To the right of the **Trend view** filter options you will see a time indicator showing the last time the live data was captured. Data for the last 24 hours timeframe is refreshed every 30 minutes, and once a day for the Last 7 days timeframe.

The summary tiles displayed on the Home page are dependent upon the **Trend view** you have chosen. As such, all graphical images will change in accordance with whether they are displaying for the last 24 hours, or the last 7 days.

The following summary tiles are highlighted on the Home page:

- Sales – displays the net revenue, average value of orders, and number of orders that have taken place on your site over the last 24 hours, or the last 7 days.

- Traffic – displays the traffic volume experienced by your web store over the last 24 hours, or the last 7 days, calling out the number of pages viewed, the number of visitors along with the conversion rate, and the page views per visit metrics, highlighting how engaged your visitors were while on your site.

- Products and Promotions – displays the top 10 products and the top 10 promotions for the last 24 hours, or the last 7 days, based on the applied filters.

Access the Sales reports

The Sales reports display information relating to orders, products, promotions, collections, and accounts.

You can access any of the Sales reports by clicking the Sales tab and choosing one of the following sub-options: Orders, Products, Promotions, Collections, Accounts, or Accounts Hierarchy.

- Sales Orders report - displays information relating to orders that have been submitted to your web store.

- Sales Products report - displays information relating to orders that have been submitted to your web store broken down by product.

- Sales Promotions report - displays information relating to orders that have been submitted to your web store broken down by their associated promotion.

- Sales Collections report - displays information relating to orders that have been submitted to your web store broken down by products that have been grouped into collections (a product can be included in more than one collection).

- Sales Accounts report - displays information related to a specific account that has been created and can be filtered via the account name or account ID. **Note**: this report is visible only if accounts have been set up.

- Sales Accounts Hierarchy report – displays information related to parent/child accounts and can be filtered by either the parent/child accounts, or the child account only. **Note**: this report is visible only if accounts have been set up.

Access the Customer Service Overview report

The Customer Service Overview report displays information relating to the number of exchange and return transactions.

The Customer Service Overview report can be accessed by clicking on the **Customer Service** tab.

Access the Site Traffic Overview report

The Site Traffic Overview report displays information relating to traffic volume experienced by your web store, how engaged your visitors were while on your site, and the number of conversions that occurred on your site.

The Site Traffic Overview report can be accessed by clicking on the **Site Traffic** tab.

Access the Profile report

The Profile report displays data related to the GDPR (or consent) profile of shoppers for a specified date.

The Profile report can be accessed by clicking on the **Profile** tab. From here you can view either site specific information or global information for all sites, as shown in the Site Specific Details and Global Details sections of the report. Only the 'From' date is configurable on this report, as the 'To' date is automatically set to 'yesterday'.

Note: If the consent granted date is not populated, the system cannot include this figure in the % Active users figure, however, it will be included in the % total Profiles value.

Custom consent properties will only be reported on provided two properties have been created for each type of consent, as shown below:

- Consent – record whether a shopper has provided this type of consent.
  - This property should have a name which starts with "GDPR".
  - This property should have a type and uiEditorType of "checkbox".
- Date – record the date on which a shopper has provided this type of consent.

- This property should have a name which starts with "GDPR".

- This property should have a type and uiEditorType of "date".

Refer to https://blogs.oracle.com/occs/implementing-consent-for-gdpr-in-oracle-commerce-cloudfor further details.

3
Configure Reports

You can configure any of the OCC reports by selecting your preferences from the available filters, and then applying those filter choices in order to generate the report data.

Reporting filters include both global and report-specific filters which, when selected, refine your returned data results. This section provides you with an overview of how to configure the reports related to your web store's performance.

Apply global report filters

Reports can be filtered and applied across several of the reports automatically.

You can select your filter preferences from a group of global filters for the Home page, Audience report, and all Sales reports, as outlined below. Upon selection, the filters are automatically applied to the reports.

Content Language

When more than one language is available as your content language, you can select your preference from a global filter list. However, this differs for the Sales reports, as the language filter is available within the Filters area.

Transaction Currency

Select your preferred report currency. **Note:** Loyalty points can be chosen as your preferred currency if you have set up a points-based currency.

Price Group

A price group is a set of price lists (list price, sale price, and shipping surcharge), in a specific currency, for the products, SKUs, and shipping surcharges in a catalog.

This filter is not available for the Home page.

Sites

Note: The Sites filter can be selected from a list when running multiple sites from your Oracle Commerce instance. You should note that reporting data is provided on an individual site basis.

When running multiple sites from your Oracle Commerce instance, note that reporting data can be provided on an individual site basis.

Begin typing the site name and select from the list of sites provided. You can also choose to filter by site IDs.

Audiences

Select your preferred audience, or customer set, from the drop down list of audience groups available to your store.

This filter is not available for the Home page.

Timeframe

Select the timeframe for the reporting period in which you are most interested by choosing from the pre-defined timeframes which are Yesterday, 7 days, Last Week, 30 days, or 90 days.

See Appendix II: Understand Report Timeframes for more details.

4

Work with Report Data

You can work with the data displayed within Oracle Commerce reports, including customizing, printing, and exporting the retrieved data.

Customize retrieved data

After running Oracle Commerce reports, the retrieved data displays with default formatting applied which you can then customize.

You can customize the default formatting in several ways, as described below:

- Table Columns

  - Right click on table column headings to adjust the order in which they are sorted. This includes changing the sort to either ascending/descending, adding an ascending/descending sort to columns that are not currently sorted, and clearing all sorts.

  - You can remove a column from a table by right clicking on that column and selecting Exclude Column.

  - When a column has been excluded from a table, you can reinstate it by right clicking on any column heading and selecting Include Column. You can select the previously deleted column from a list.

  - Table columns can be moved to the right or left of its current position. To do so right click on the column heading and select Move Column.

- Graphs

  - You can adjust the focus of a graph's plot area via the zoom icon, located at the bottom left of the graph. Once you zoom in on an axis, a zoom and scroll slider is displayed. The zoom options include, Zoom in, Zoom out, and Actual size.

Print report data

You can print the data generated in your reports in a format of your choosing.

Follow the steps below to print the report data:

1. Run your report and view the retrieved data.

2. Click **Print**, located directly below your report data, which can include summary analyses, detailed analyses, and graphical displays.

3. Select either **Printable PDF**, or **Printable HTML**.

4. Both options open a new window in the format chosen with the data ready for printing. From here, you can use the relevant print options.

Export report data

You can export the data generated in your reports in various formats, if required.

Follow the steps below to export the report data:

1. Run your report and view the retrieved data.

2. Click **Export**, located directly below your report data, which can include summary analyses, detailed analyses, and graphical displays.

3. Select one of the following format options:

   • PDF

   • Excel 2007

   • PowerPoint 2007

   • Web Archive

   • Data – select either CSV Format, Tab delimited Format, or XML Format.

4. Your exported file now appears on your desktop's taskbar.

5. Open the exported file to view the contents.

5

Understand Report Data

It is worth noting from the outset that the data displayed in Oracle Commerce Reports are run after a nightly refresh, therefore, orders for the current day are not included.

You should also note that any product/collection changes made directly to the catalog data on the API without publishing are included. See Edit catalog items without publishing for more details.

When viewing reporting data, you should be aware of the following complexities contained within the data:

Reporting Time Zone setting

All data retrieved in your reports is dependent on the Reporting Time Zone setting.

This may differ from the time zone for your current location, or if you are running multiple sites from your Oracle Commerce instance. Once your site has gone live, any changes made to these settings may corrupt your report data.

Reports reflect current database only

All reports reflect data as it is currently stored in the database.

For example, if an order is submitted for Product A but the product name later changes to Product B, the Sales reports are attributed to Product B only.

External promotions

Promotions that have been generated by external systems are included in the data for the Oracle Commerce Sales Promotions report, and promotional metrics across all of the Sales reports.

Loyalty points based orders

Reports for loyalty points based orders report on the points based equivalence for shipping and tax.

For example, when points based orders have shipping and tax collected in a currency, Commerce will report on the points equivalent for these values. You can convert this value to a currency value when a point to currency exchange rate is fairly static.

Reporting for add-on products

Any products that have been added-on to an order are included in reporting data, however, they are not listed separately.

For example, if a customer purchases a notebook and adds-on monogramming, then the order for the notebook in its entirety will be reflected in the reporting data.

Reporting data for orders with redacted billing/shipping addresses and account IDs

It is possible to run and view reports for orders after order data has been redacted.

You should note the following scenarios, when the:

- Billing Address /Shipping Address /Accounts filters are not applied, data for all orders, including those with redacted data, will be included in the result set.

- Billing address filters are applied, data for any orders where the Billing Address has been redacted will not be included in the result set.

- Shipping Address filters are applied, data for any orders where the Shipping Address has been redacted will not be included in the result set.

- Accounts filters are applied, data for any orders where the Account ID has been redacted will not be included in the result set.

Asset based orders and asset actions

Within OCC Reports, the 'action' property for any line items within asset based orders, will be ignored (for example, new, update, or terminate).

These particular line items are counted as separate instances of the line item (product) being sold each time they are listed in an order, regardless of whether or not this is due to an update/termination to a single instance previously purchased.

For example, if the line item refers to a '12-month contract' which is purchased in one order, and then is subsequently updated/terminated in a second order, OCC reports will count this as two units sold for the '12-month contract' line item (product).

Recurring charges

Recurring charges are not included within the reporting data

For example, if a customer has purchased a monthly phone tariff, those associated monthly charges are excluded from the reports.

Definition of Number of Orders Submitted metric

The orders that are defined within the Number of Orders Submitted metric definition include all payments for orders that have been subject to authorization and approval, and successfully processed.

This metric also relates to orders that have been submitted with a Payment Type of Invoice/Purchase Orders and have a status of Deferred.

Product search results are not shown after selecting parent collection filter in the Sales reports

Product results should be shown when a user searches for a product under the leaf collection in the Sales reports.

(This is the last collection in the hierarchy of collections.) However, product results are shown only when the leaf collection itself is selected.

Tax inclusive/exclusive prices

Reporting data for Full List Price/Gross Revenue can be exclusive or inclusive of tax depending on whether tax has been included in your product catalog.

When your product catalog List/Sale prices are inclusive of tax then this is also reflected in your Gross Revenue and Full List Price metrics. You will see a note relaying this information within the Gross Revenue and Full List Price Metric Definitions.

Activate tax account to determine tax information

Your tax information cannot be determined if your tax account has not been activated.

You must enable your tax account via the Tax Processing menu option within the Settings page.

Multiple payment groups used for an order

Only orders that have had all payments authorized and approved, and successfully processed, are included in the report data.

Multiple billing addresses associated to an order

It is possible to add a single billing address to an order via the storefront.

If data from orders is manipulated in such a way as to have multiple billing addresses via the Agent Application/Order API, then the reporting data will use the first billing address created.

Multiple shipping addresses associated to an order

It is possible to add a single shipping address to an order via the storefront.

If data from orders is manipulated in such a way as to have multiple shipping addresses via the Order API, then the reporting data will use the first shipping address created.

Post-order submission transactions data

Sales data does not include information on any returns or exchanges made for an order.

However, any other amendment will be included.

- Cancellations

Orders that have been cancelled are not included in the report data.

- Amendments

Any amendments to orders that were processed within the Agent Application/Order API are reflected in the data displayed within the reports. However, returns or exchanges are not included.

- Returns

Sales reports metrics do not account for any returns/refunds processed through Agent Application/Order API.

- Exchanges

Sales reports metrics do not account for any exchanges processed through Agent Application/Order API.

Deleted items

Deleting published items from the system can lead to lost orders and unexpected results.

- Products
  If a product has been deleted, then the system will not display translated product names in the Sales reports.

- Promotions
  If a promotion has been deleted, then the system will not display any data for this promotion in the Sales Promotions report.

- Collections
  If a collection has been deleted, then the system will not display any data for this collection in the Sales Collection report.

Manual price override

Any manual price adjustments made within the Agent Application are included within the Sales reports.

Multicurrency

If your store is available in more than one currency (including loyalty points):

- You will see totals in the Sales reports for one currency only. You can export these reports to view all related data.

- Data will not be available if after adding a new language to your store you then run reports with that newly added language selected as the content language. You can either select a different language or wait for the data to refresh (typically the next day).

External pricing engine

If you use an external pricing engine, note that any price adjustments made as a result of that external pricing engine are included in the Gross Revenue figures.

However, they are not included in the promotional discount, full list price, or the markdown discount fields. See Integrate with an External Pricing System for more details.

Orders cancelled in-flight

Only non-returned/refunded/cancelled revenue will be included in reports as a result of cancelled in-flight orders.

6

Modify Page and Account Settings

You can use the functionality available from within the Page Options icon to work with customizations, access printing, and refresh screens.

Understand page options

After selecting your preferences from the report-specific filters on any given report page, you can save those preferences as customizations so they can be run again at a later stage without the need to reselect.

Work with page customizations

To work with page customizations you need to click the **Page Options** icon located above the Metric Definitions link on the top right of your page. You will see several customization options available to you, along with the ability to Print and Refresh.

Apply Saved Customization

Any saved customizations are stored privately within your user profile. **Note** If you have customizations previously created within a shared profile, you will need to recreate these for your own individual user profile.

After opening a report for which you have saved customizations, you can apply those filter preferences as follows:

1. Click the **Page Options** icon, and select **Apply Saved Customization**.
   Your current default customization is displayed in bold along with a list of customizations which you have saved, and those which have been shared.

2. Select your preferred saved customization from the available options.

You will now see the report page with all filter preferences applied.

Save Current Customization

After selecting your preferences from the report-specific filters on any given report page, you can save those preferences as a named customization. To do so:

1. Click the **Page Options** icon, and select **Save Current Customization**.

2. Provide a name for the customization in the Name field.

3. Choose from the following 'Save for' options:

   • Me – sets this customization as available only for yourself.

   • Others – allows others to access this customization. This option is currently unavailable.
     Note: When activated, the Make This My Default For This Page option does not currently set the customization as the default. The timeframe selections are overridden each time pages are loaded, and so they cannot therefore be set as a default.

4. Click **OK** to confirm, or Cancel.

Edit Saved Customization

Any of your previously saved customizations can be edited. To do so:

1. Click the Page Options icon, and select Edit Saved Customizations.
   You will see a list of saved customizations along with an indicator of whether they are set as your default, or shared.

2. Edit your saved customizations, as required, in the following ways:
   - Modify the editable name of your saved customization.
   - Change which customization to set as the default.
   - Change permissions for customizations that have been shared.
   - Delete a saved customization using the delete icon.

3. Click **OK** to confirm, or **Cancel**.

Clear My Customization

You can clear your current customization via the **Clear My Customization** option from the **Page Options** menu.

Print your page as HTML

You can print the page you are currently viewing in HTML format by selecting **Print from the Page Options** menu, followed by the Printable HTML option. A separate tab opens displaying the page in HTML format, ready to print. See Print report data for more details.

Refresh your page options

When filtering for reports, it may be helpful to select **Refresh** from the **Page Options** menu in order to refresh the data after any changes have been made.

Set my account preferences

There are a number of configurable preferences within your Oracle Commerce Reports account settings.

You can set your account preferences via the My Account drop down menu, located next to your Signed In As name. The configurable settings in the **Preferences** tab include the following:

- Subject Area Sort Order
  Configure your sorting preferences, such as, sort A to Z, or sort in saved order.

- Prompts Auto-Complete
  Configure your preferred auto-complete setting for prompts which suggest and highlight matching prompt values as users type in the prompt selection field.

- Analysis Editor
  Configure your preferred starting point for editing the analysis, choosing between the Results or the Criteria tab.

- Accessibility Mode
  Configure your preferred accessibility mode between on or off, or enable it as the default setting.

Once you have finished configuring your preferences, click **OK** to apply, or **Cancel**.

A

Appendix I: Metric Definitions

Metric definitions values measure the report data from your Oracle Commerce store.

Orders report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from items sold for orders submitted after any promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue applied to the order. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Net Revenue

The total amount received as a result of orders submitted. Net Revenue consists of the Gross Revenue from your sales orders as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Full List Price

The total list price of items sold. Full List Price revenue excludes tax*, shipping revenue and any promotional or markdown discounts applied to the order.

Orders

The Number of Orders submitted. (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

Number of Items/units sold in the orders submitted.

Markdown Discount

The value of the discounts applied to orders submitted as a result of items/units being sold at a markdown price. Promotional discounts are not included.

Promotional Discount

The value of the promotional discounts applied to the orders submitted.

Shipping

The value of the shipping charges applied to the orders submitted. This value is inclusive of any shipping surcharges and excludes any promotional discounts.

Included Tax

The value of the tax applied to the orders submitted, when your catalog prices are inclusive of tax.

Excluded Tax

The value of the tax applied to the orders submitted, when your catalog prices are exclusive of tax.

Average Order Value (Net Revenue)

The average value of the Net Revenue obtained for the orders submitted.

Average Order Gross Revenue (before promo discount)

The average value of the Gross Revenue obtained for the orders submitted for this account.

Average Order Size

The average number of items/units sold contained in the orders submitted.

Average Order Markdown Discount

The average value of the Markdown Discounts applied to the orders submitted.

Average Order Promotional Discount

The average value of the Promotional Discounts that were applied to the orders submitted.

Accounts report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from items sold for orders submitted for this account after any promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue applied to the order. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Net Revenue

The total amount received as a result of orders submitted for this account. Net Revenue consists of the Gross Revenue from your sales orders as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Full List Price

The total list price of items sold for this account. Full List Price revenue excludes tax*, shipping revenue and any promotional or markdown discounts applied to the order.

Orders

The Number of Orders submitted for this account. (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

Number of Items/units sold in the orders submitted for this account.

Markdown Discount

The value of the discounts applied to orders submitted for this account as a result of items/units being sold at a markdown price. Promotional discounts are not included.

Promotional Discount

The value of the promotional discounts applied to the orders submitted for this account.

Shipping

The value of the shipping charges applied to the orders submitted for this account. This value is inclusive of any shipping surcharges and excludes any promotional discounts.

Included Tax

The value of the tax, which was included in your catalog prices, applied to the orders submitted for this account.

Excluded Tax

The value of the tax, which has been listed separately from your catalog prices, applied to the orders submitted for this account.

Average Order Value (Net Revenue)

The average value of the Net Revenue obtained for the orders submitted.

Average Order Gross Revenue

The average value of the Gross Revenue obtained, after promotional discounts were applied, for the orders submitted for this account.

Average Order Size

The average number of items/units sold contained in the orders submitted for this account.

Average Order Markdown Discount

The average value of the Markdown Discounts applied to the orders submitted for this account.

Average Order Promotional Discount

The average value of the Promotional Discounts that were applied to the orders submitted for this account.

Accounts Hierarchy report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from items sold for orders submitted for this account after any promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue applied to the order. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Note: Reporting data for Full List Price/Gross Revenue can be exclusive or inclusive of tax depending on whether tax has been included in your product catalog. When your product catalog list/sale prices are inclusive of tax then this is also reflected in your Gross Revenue and Full List Price reports. You will see a note relaying this information with the Gross Revenue and Full List Price metric definitions.

Net Revenue

The total amount received as a result of orders submitted for this account. Net Revenue consists of the Gross Revenue from your sales orders as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Full List Price

The total list price of items sold for this account. Full List Price revenue excludes tax*, shipping revenue and any promotional or markdown discounts applied to the order.

Orders

The Number of Orders submitted for this account. (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

Number of Items/units sold in the orders submitted for this account. Includes free items/units.

Markdown Discount

The value of the discounts applied to orders submitted for this account as a result of items/units being sold at a markdown price. Promotional discounts are not included.

Promotional Discount

The value of the promotional discounts applied to the orders submitted for this account.

Shipping

The value of the shipping charges applied to the orders submitted for this account. This value is inclusive of any shipping surcharges and excludes any promotional discounts.

Tax Included

The value of the tax, which was included in your catalog prices, applied to the orders submitted for this account.

Tax Excluded

The value of the tax, which has been listed separately from your catalog prices, applied to the orders submitted for this account.

Average Order Value (Net Revenue)

The average value of the Net Revenue obtained for the orders submitted.

Average Order Gross Revenue (before promo discount)

The average value of the Gross Revenue obtained for the orders submitted for this account.

Average Order Size

The average number of items/units sold contained in the orders submitted for this account. Includes free items/units.

Average Order Markdown Discount

The average value of the Markdown Discounts applied to the orders submitted for this account.

Average Order Promotional Discount

The average value of the Promotional Discounts that were applied to the orders submitted for this account.

Products report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from sales of the selected product(s) after any promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Net Revenue

The total amount gained from sales of the selected product(s). Net Revenue consists of the Gross Revenue from your sales as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Full List Price

The total list price for the selected product(s) that have been sold. Full List Price revenue excludes tax*, shipping revenue and any promotional or markdown discounts applied.

Orders

The Number of Orders submitted containing the selected product(s). (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

Number of Items/units sold for the selected product(s).

Markdown Discount

The value of the discounts applied to the selected product(s) which were not part of a promotion. For example, when items were sold at a markdown price.

Promotional Discount

The value of the promotional discounts applied to the selected product(s). **Note**: this is an estimated value.

Shipping

The value of the shipping charges applied to the selected product(s). This value is inclusive of any shipping surcharges and excludes any promotional discounts. **Note**: this is an estimated value.

Included Tax

The value of the tax applied to the selected product(s), when your catalog prices are inclusive of tax. **Note**: this is an estimated value.

Excluded Tax

The value of the tax applied to the selected product(s), when your catalog prices exclude tax. **Note**: this is an estimated value.

Gross Revenue per Unit Sold

The average value of the Gross Revenue obtained, per item/unit sold, for the selected product(s). Includes free items/units.

Average Quantity Ordered

The average quantity ordered for the selected product(s).

Markdown Discount per Unit Sold

The average value of the Markdown Discounts applied, per item/unit sold, to the selected products.

Promotional Discount per Unit Sold

The average value of the Promotional Discounts applied, per item/unit sold, to the selected products.

Shipping per Unit Sold

The average value of the shipping revenue applied, per item/unit sold, to the selected products. This value is inclusive of any shipping surcharges and excludes any promotional discounts

Included Tax per Unit Sold

The average value of the tax revenue applied, per item/unit sold, to the selected products when your catalog prices are inclusive of tax.

Excluded Tax per Unit Sold

The average value of the tax revenue listed separately, per item/unit sold, for the selected products when your catalog prices exclude tax.

% Net Revenue

This item's percentage contribution of this report's total Net Revenue.

% Units Sold

This item's percentage contribution of this report's total number of units sold.

Promotions report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from items sold for orders that were subject to this promotion, after promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price, minus any promotional discounts.

Net Revenue

The total amount gained as a result of orders submitted that were subject to this promotion. Net Revenue consists of the Gross Revenue from your sales orders as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Full List Price

The total list price of items sold as a result of orders submitted that were subject to this promotion. Full List Price revenue excludes tax*, shipping revenue and any promotional or markdown discounts applied to the order.

Orders

The Number of Orders submitted that were subject to this promotion. (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

The total Number of Items/Units Sold in the orders submitted that were subject to this promotion.

Markdown Discount

The value of the discounts applied to the orders submitted, due to items/units being sold at a markdown price, that were subject to this promotion. Promotional discounts are not included.

Promotional Discount

The total of all of the promotional discounts applied to the orders submitted that were subject to this promotion.

Shipping

The value of the shipping charges applied to the orders submitted that were subject to this promotion. This value is inclusive of any shipping surcharges and excludes any promotional discounts.

Included Tax

The value of the tax, which was included in your catalog prices, applied to the orders submitted that were subject to this promotion.

Excluded Tax

The value of the tax, which has been listed separately from your catalog prices, for the orders submitted that were subject to this promotion.

Average Order Value (Net Revenue)

The average value of the Net Revenue obtained for the orders submitted that were subject to this promotion.

Average Order Gross Revenue

The average value of the Gross Revenue obtained for the orders submitted that were subject to this promotion.

Average Order Size

The average Number of Items/units sold contained in the orders submitted that were subject to this promotion.

Average Order Markdown Discount

The average value of the Markdown Discounts applied to the orders submitted that were subject to this promotion.

Average Order Promotional Discount

The average value of the Promotional Discounts that were applied to the orders submitted that were subject to this promotion.

Promotional Discount (Promo Level)

The value of the promotional discount applied to the orders submitted as a direct result of this promotion.

Promotional Unit Sold

The Number of Items/Units Sold at a promotional price as a direct result of this promotion. If the promotion was applied at an order level (including a shipping promotion), then all units in the order are counted as being subject to this promotion.

Average Promotional Unit Sold

The average Number of Items/units sold, in the orders submitted that were subject to this promotion.

Collections report metric definitions

Note: This metric includes tax when the List/Sale prices in your catalog are inclusive of tax.

Gross Revenue

The amount of revenue gained from sales of Collection's product(s) after any promotional discounts were applied. Gross Revenue excludes tax* and shipping revenue applied to the order. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Net Revenue

The total amount gained from sales of the Collection's product(s). Net Revenue consists of the Gross Revenue from your sales as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Orders

The Number of Orders submitted containing product(s) from the Collection. (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Units Sold

Number of Items/units sold for the Collection in the orders submitted.

Customer Service Overview report metric definitions

Customer Service Overview report metric definitions are described in this section.

Total Refunded Value

The total amount refunded for return transactions.

Note: this is the equivalent of the net refunded value and will include return fees, tax, shipping, promotional refunds etc.

Refunded Tax (included)

The value of the refunded tax, which was included in your catalog prices.

Refunded Tax (excluded)

The value of the refunded tax, which was listed separately from your catalog prices.

Refunded Shipping

The value of the shipping charges refunded.

Returns

The number of completed return transactions. This includes returns associated to any orders cancelled in-flight.

Units Returned

The number of items that were returned.

Exchanges

The number of completed exchange transactions.

Units Exchanged

The number of items that were exchanged.

Rejected Exchanges

The total number of exchange transactions that were rejected.

Units Rejected

The total number of items included in exchange transactions that were rejected.

Average Refund Amount

The average amount refunded for the return transactions and the exchange transactions when a refund was given.

Site Traffic Overview report metric definitions

Note: These metric definitions combine the metrics from the previously used Traffic Volume, Engagement, and Conversion reports before Oracle Commerce Reports were based on the Oracle Business Intelligence Enterprise Edition tool.

Visits

The number of visitor sessions initiated.

Visitors

The number of users that visited your website.

Page Views (Store)

The number of website pages served.

Average Page Views per Visit

The average number of pages viewed per visit to the store.

Registrations

The number of new, external user accounts created for your websites.

Registration Rate

The number of new, external user accounts created for your websites as a percentage of the Number of Visitors.

Conversions

The number of visits resulting in orders.

Conversion Rate

The percentage of site visits resulting in at least one order being submitted during the relevant timeframe.

Gross Revenue per Visit

The average value of the Gross Revenue obtained, after promotional discounts have been applied, per visit.

Net Revenue per Visit

The average value of the Net Revenue obtained per visit.

Markdown Discount per Visit

The average value of the Markdown discounts applied per visit.

Promotional Discount per Visit

The average value of the Promotional discounts applied per visit.

Audience report metric definitions

Audience report metric definitions are discussed in this section.

Gross Revenue

The amount of revenue gained from sales of the selected audience(s) after any promotional discounts were applied. Gross Revenue excludes tax and shipping revenue. It is calculated using the price a customer paid, regardless of whether this was the full list price or sale price and takes in to account any promotional discounts that were applied.

Net Revenue

The total amount gained from sales of the selected audience(s). Net Revenue consists of the Gross Revenue from your sales as well as shipping and tax revenue and takes in to account any promotional discounts that were applied.

Orders

The Number of Orders submitted containing the selected audience(s). (All payments for these orders have been subject to authorization and approval, and successfully processed.)

Average Order Value

The average value of the Net Revenue obtained for the orders submitted associated to this audience.

B

Appendix II: Understand Report Timeframes

All reports allow you to select the timeframe for the reporting period in which you are most interested.

Understand Report Timeframes

Oracle Commerce Reports provides a number of pre-defined timeframes to choose from, or you can customize your own.

To do this, select your preference for the Timeframe period by choosing from either the pre-defined timeframes which are Yesterday, 7 days, Last Week, 30 days, or 90 days, or, use the Custom option to customize your date.

For example, selecting the time frame at 14:26:11 on Thursday 19th February 2015 is shown in the following table.

The following table provides more information about how the pre-defined time frames display data.

Time frame	Description	Starting at	Ending at
Yesterday	Displays data from the previous day.	00:00:00 on Wednesday 18th February 2015	23:59:59 on Wednesday 18th February 2015
7 days	Displays data for the most recently completed 7 day period	00:00:00 on Thursday 12th February 2015	23:59:59 on Wednesday 18th February 2015
Last week	Displays data for the most recently completed calendar week.	00:00:00 on Sunday 8th February 2015	23:59:59 on Saturday 14th February 2015
30 days	Displays data for the most recently completed 30 day period.	00:00:00 on Tuesday 20th January 2015	23:59:59 on Wednesday 18th February 2015
90 days	Displays data for the most recently completed 90 day period.	00:00:00 on Friday 21st November 2014	23:59:59 on Wednesday 18th February 2015

Note: Reports are only available from when your store went live. Any dates entered prior to this will return an error.