

E-Shop Analytics

All-in-one solution to track your eCommerce KPIs

We are not collecting any kind of your data, we are not selling or leasing your information to any third party.



E-Shop Analytics (ESA) is fully integrated with your site, making the e-shop tracking and reporting process simple and easy to use and understand.

Successful eCommerce business makes decisions based on quantifiable measures that are used to track store's performance:

- **Track eCommerce metrics:** from cost, revenue, income and to shopping cart abandonment, to delivery statuses, all of your major Indicators are easy to measure and track
- **Optimize business:** our e-shop analytics tools will help you to boost online sales by using Sales Plan modeling, cost and price control.
- **Use analytics interfaces:** our dashboards combine data from your site all-in-one place, so you can build reports without developers and without knowledge of SQL.

Steps required to setup the E-Shop Analytics are listed below:

1. Find X-Cart App Store.
2. Select Kinvasoft addon E-Shop Analytics
3. Log into X-Cart
4. Choose E-Shop Analytics and add to your Cart
5. Set up your app E-Shop Analytics
6. Set up your e-shop parameters

An example of how to set up an additional E-Shop Analytics parameters see below:

Step 1 – check you date range

Make sure that you have the right date range for your Sales plan. Select a date dropdown calendar, then click the "Search" button.

The screenshot shows the 'SALES ANALYTICS' dashboard. At the top, there's a header with 'Your store is ON', a search bar with 'Products - p: key', and a user profile icon. Below the header, the 'Enter date range' section is highlighted with a red box. A calendar dropdown is open, showing March and April 2021. A red arrow points to the date '8' in March. To the right, there are summary cards for 'AVERAGE CART' (0) and 'REVENUE VS UNITS SOLD'.

Step 2 – customize your Sales plan

Enter a value of your Sales plan and select the period in the drop-down list, then click the «Set» button.

The screenshot shows the 'SALES ANALYTICS' dashboard with the date range set to '2021-03-01 ~ 2021-03-08'. The 'Enter value of sales plan' section is highlighted with a red box. A dropdown menu is open, showing options: 'per day' (selected with a checkmark), 'per week', 'per month', 'per quarter', and 'per year'. A red arrow points to the 'per day' option. Below the dropdown, there are summary cards for 'ORDERS' (0), 'REVENUE' (P0), 'AVG. ORDER VALUE' (P0), and 'AVERAGE CART' (0). At the bottom, there are two charts: 'SALES PLAN VS REVENUE' and 'REVENUE VS UNITS SOLD'.

Step 3 – configure the Dashboards

Enter the type of your currency,

go to Store setup >> Localization >> Currency

Localization

Units & Formats **Currency**

Hide trailing zeros in fractional part ☒ Example: \$1 234

Store currency USD - US Dollar

Format 1 234.99

Prefix \$

Suffix

Need a way to set multicurrency prices? [Install the addon](#)

Keep checkbox “unchecked” to hide trailing zeros in fractional part

Localization

Units & Formats **Currency**

Hide trailing zeros in fractional part ☒ Example: \$1 234

Store currency USD - US Dollar

Format 1 234.99

Prefix \$

Suffix

Save changes

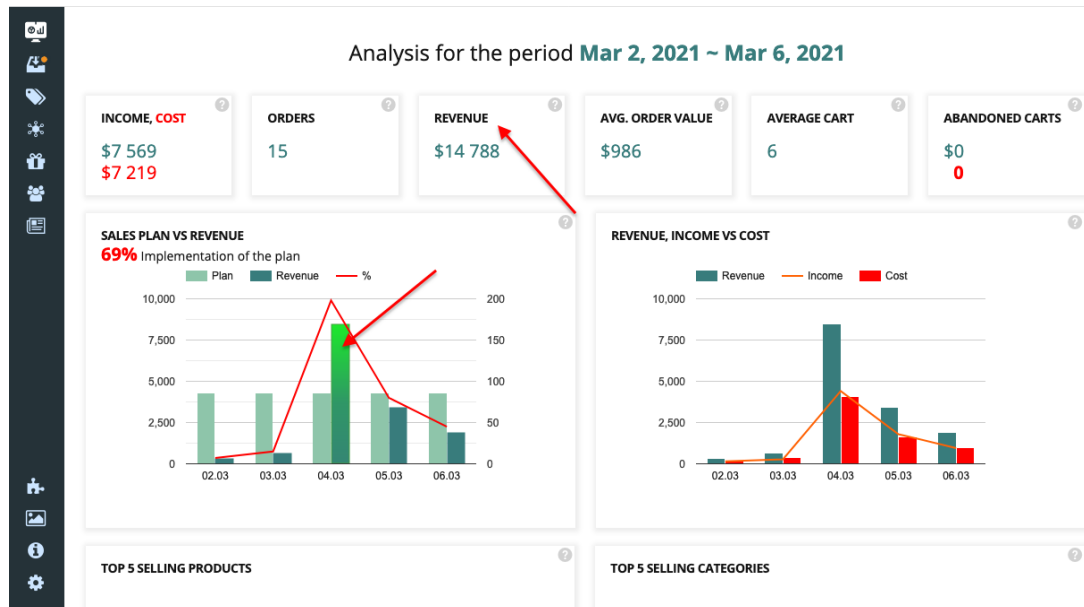
Need a way to set multicurrency prices? [Install the addon](#)

Step 4 – select what type of eCommerce metrics you need

The next step is to select quantifiable measures that are used to track your store's performance

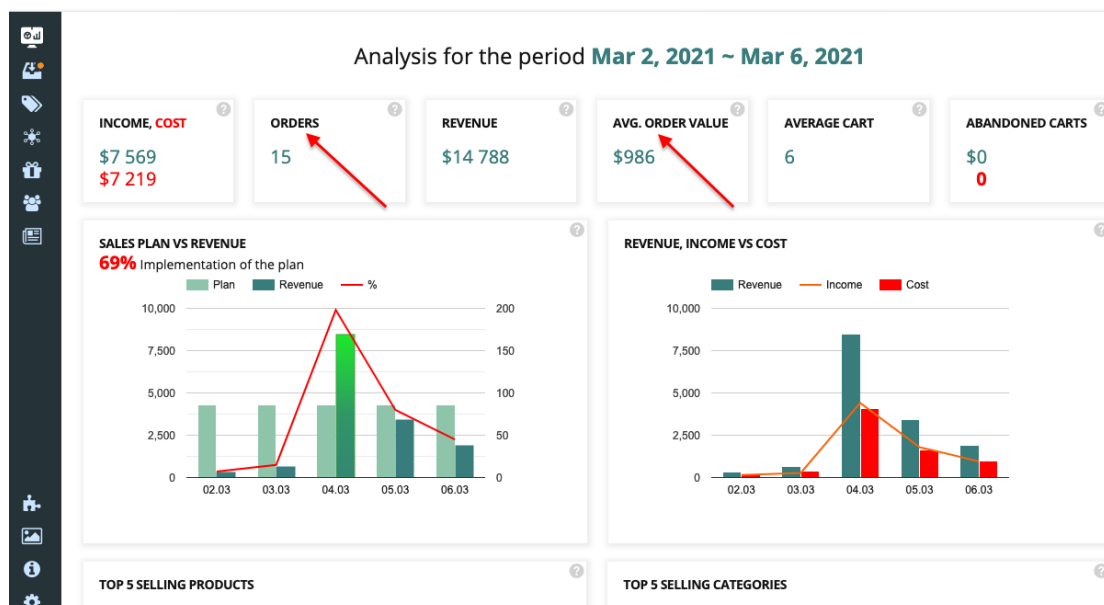
Revenue

Revenue is the sum of the Orders with the "Paid" status (paid sale transactions) within the selected time period for your shop, in your currency



Orders & Average Order Value

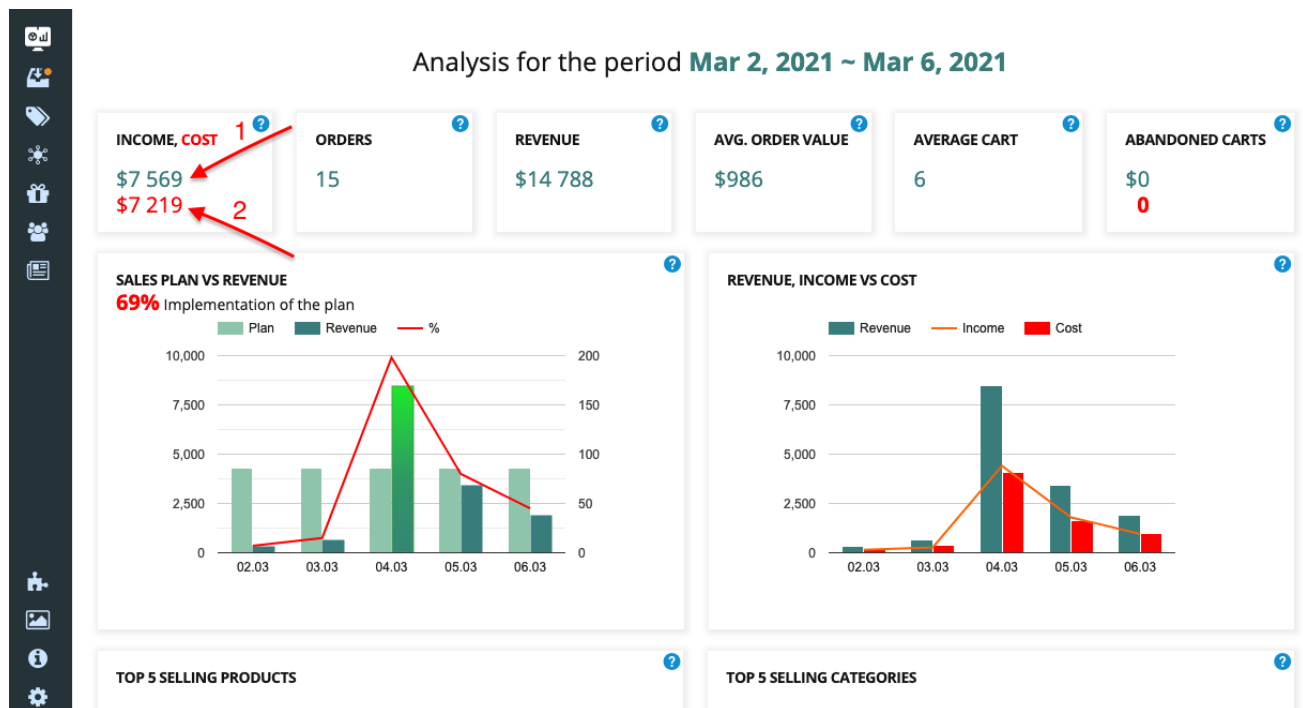
Orders is the number of client's Orders with the status "Paid" (paid orders).
Average Order Value is Revenue divided by the number of paid orders.



Income & Cost (Expenses)*

Income and Cost (Expenses) for the selected period, represented with two digits:

1. Income sum in currency calculated by the formula: the number of goods sold for the period with the status "Paid" minus by the number of total Costs, for the selected period;
2. Cost (Expenses) the sum **in currency** (marked in red color).



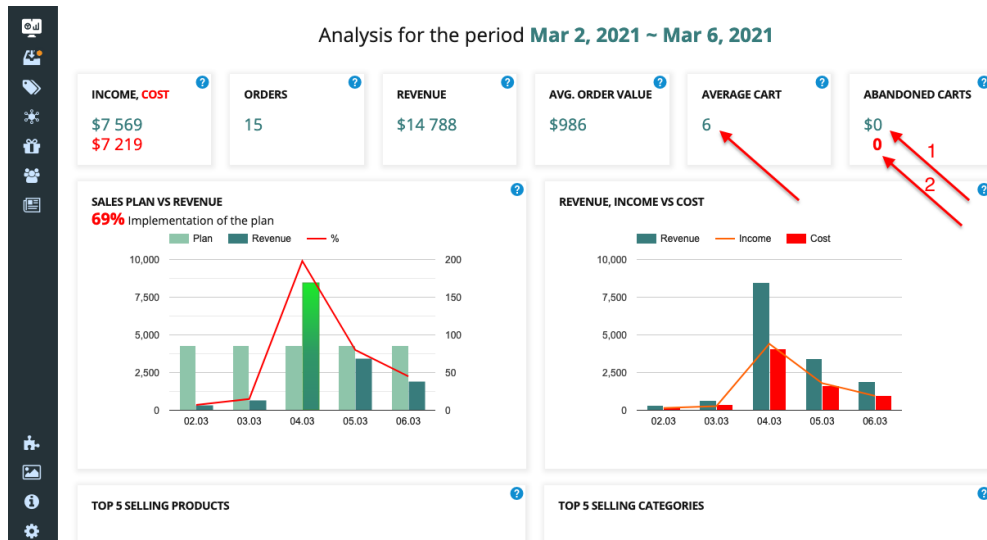
* - need to setup a Cost module

Average Cart & Abandoned Carts

Average Cart is the average number of goods sold in the Cart, calculated by the formula: the number of goods sold for the period with the status "Paid" divided by the number of orders with the status "Paid", for selected period.

Abandoned Carts is represented with two digits:

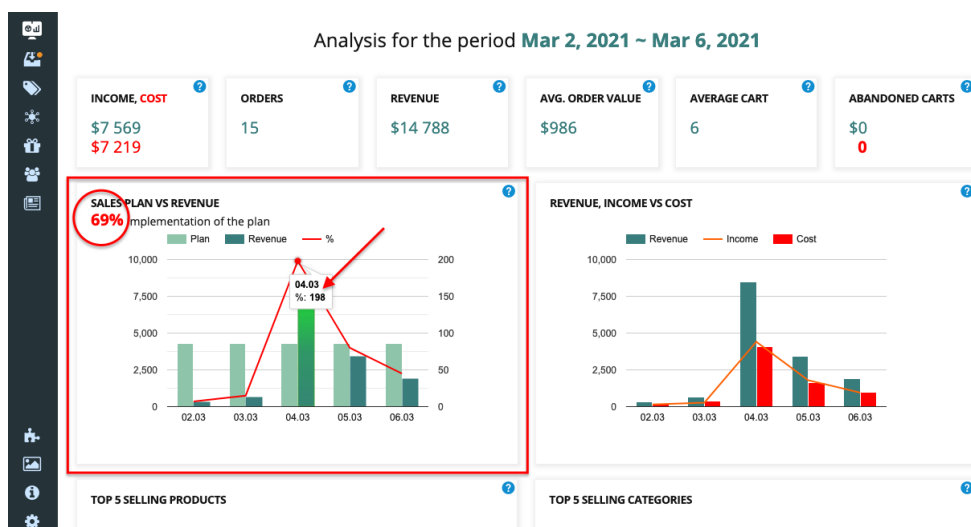
3. total sum of abandoned carts in currency;
4. abandoned carts **in units** (marked in red color).



Sales Plan Vs Revenue

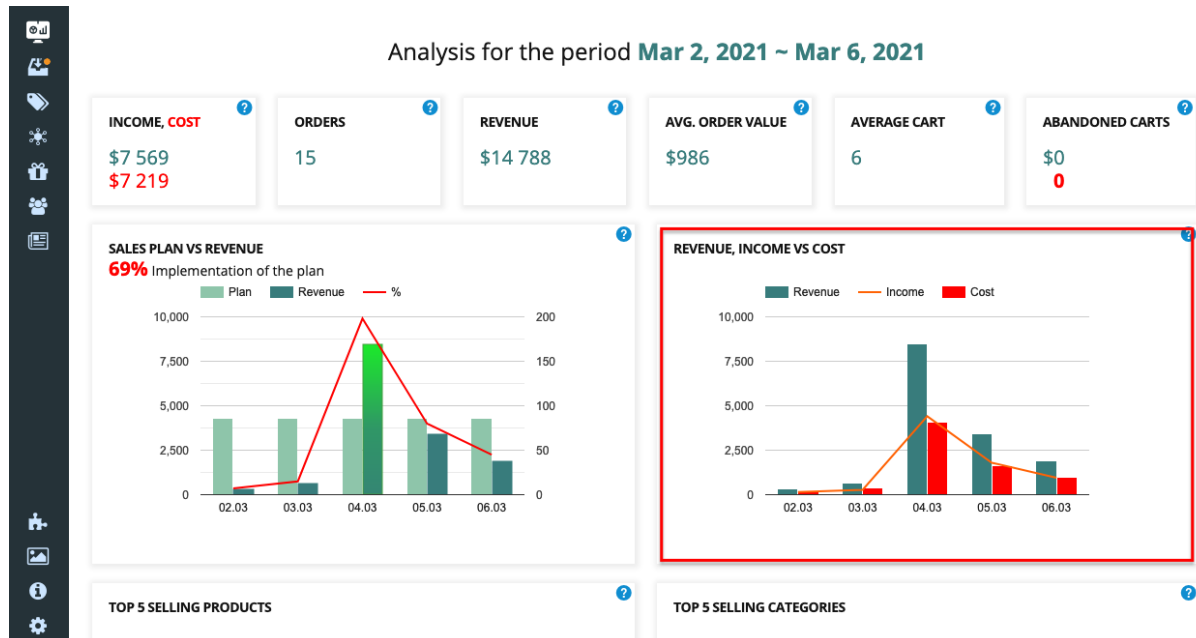
The diagram shows:

- percent of Sales plan Implementation (marked in red color) for all selected period; & you can choose any period when you hover the cursor on the diagram;
- performance of the Sales plan vs Sales Revenue, in the store currency for the selected period.



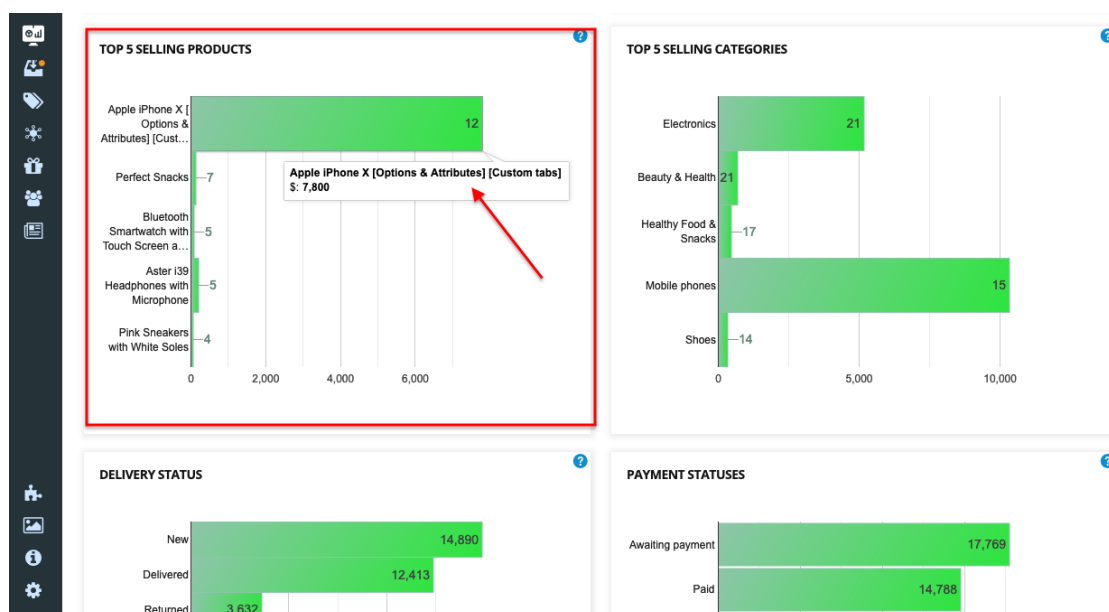
Revenue, Income Vs Cost

The diagram shows Revenue, Cost and Income (marked in red color), you can choose any period when you hover the cursor on the diagram.



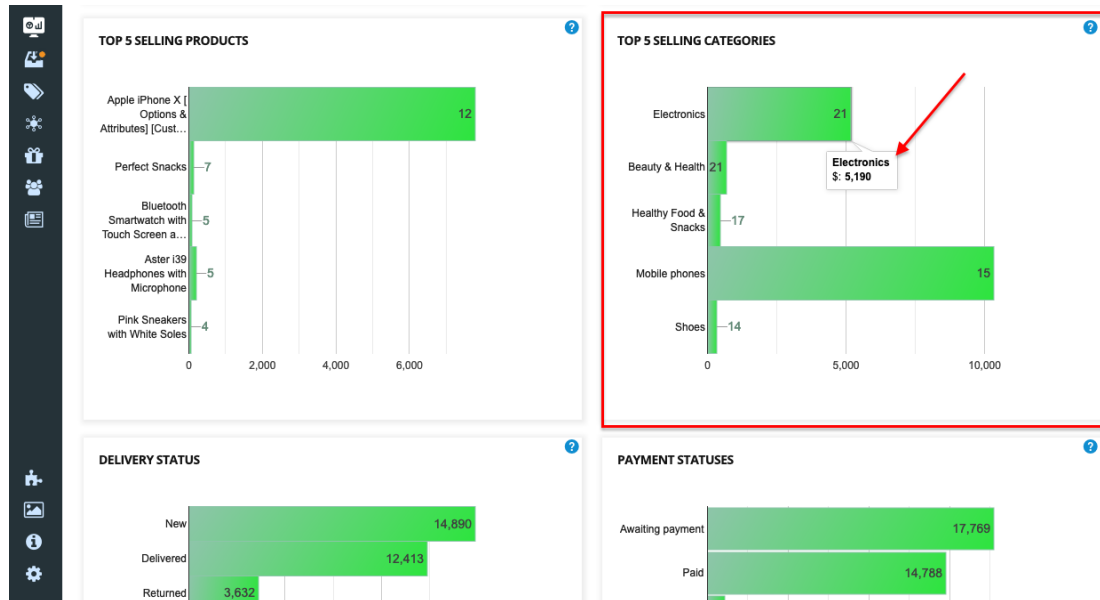
TOP 5 Best-selling Products

The diagram shows the 5 best-selling goods in units, and the amount in the store currency when hovering the cursor. Point your mouse over the chart to view information on the product.



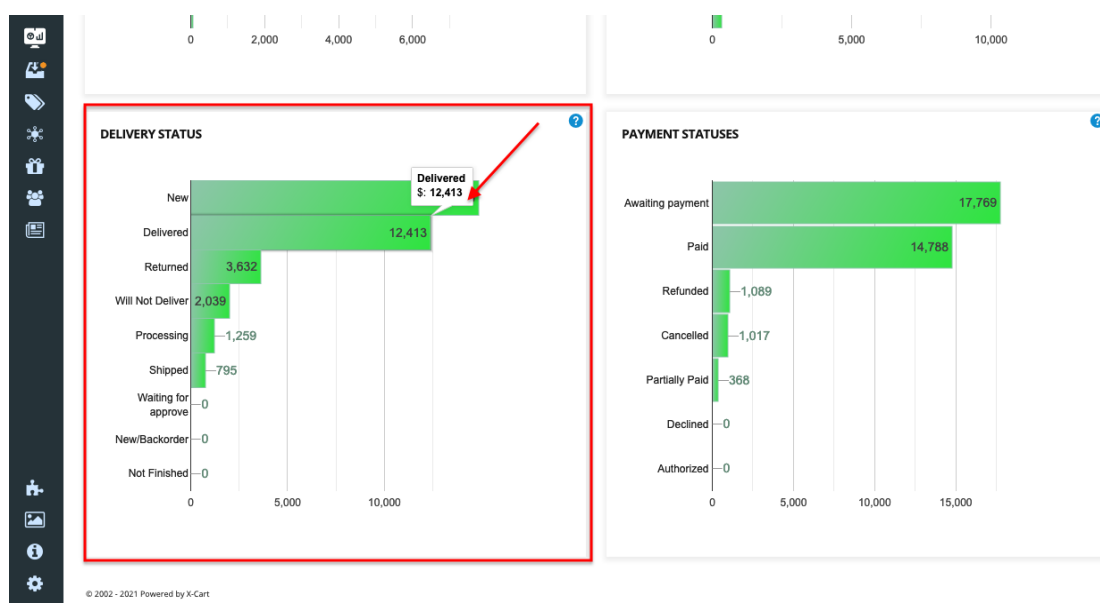
TOP 5 Best-selling Categories

The diagram shows the 5 best-selling product categories. Number in units, and amount in currency when hovering the cursor. Point your mouse over the chart to view the information by category



Delivery Status

The diagram shows the Delivery statuses and the number of orders in the store currency in status stores for the selected period, hovering the cursor over the chart to view more info.



Payment Status

The diagram shows the Payment statuses and the number of orders in the store currency for the selected period. Please, hovering the cursor over the chart to view more information.

