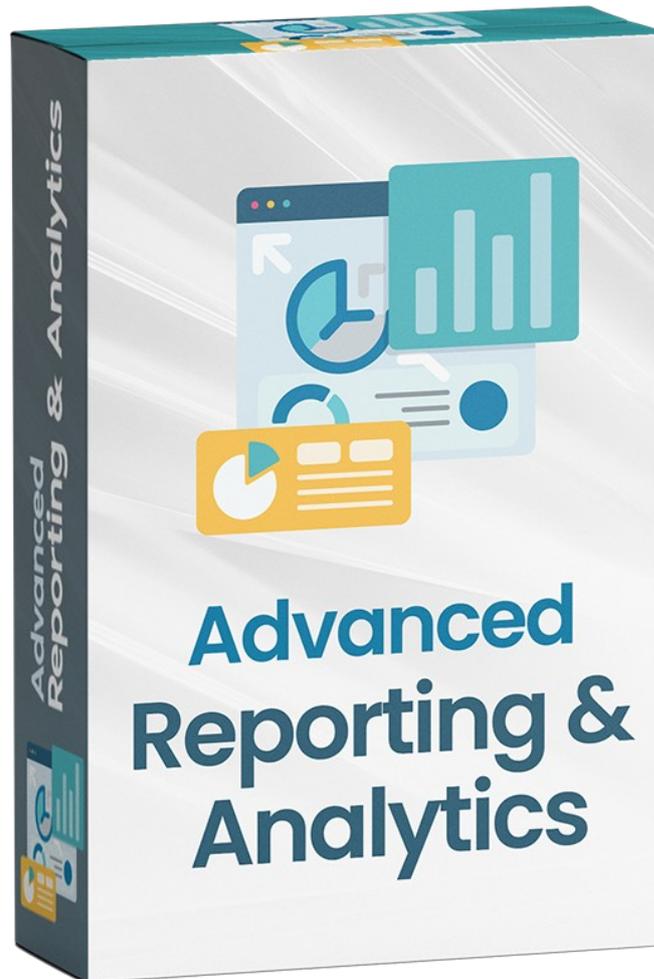


# Advanced Reporting & Analytics

## USER GUIDE



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## NOTICE

ZealousWeb Technologies welcomes you. Thank you for showing interest in our site.

ZealousWeb Technologies reserves the right to make modifications, improvements, enhancements, and other alterations to its products & services at any time. In addition to this, it can also discontinue the use of any product or service without prior notification.

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On the contrary, in the absence of a written agreement, ZealousWeb is not liable for the customer's product design or application assistance. For the purchased products and applications, customers are held responsible for using ZealousWeb plugins.

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## EXTENSION DESCRIPTION

Advanced Reporting Extension from Zealousweb helps store owners to provide 25+ new reports to the native Magento 2 functionality, Which help admin analyze sales, customer and product data effortlessly. This extension provide three attractive dashboard, i.e. sales, customer and product. Each section has its related reports and takes your store analytics to the next level.

Apart from that, this extension allows you to create your custom reports as many as you want based on Magento conditions. Also, this extension will enable you to schedule the email notifications for any built-in reports or custom reports. Admin can choose the notification timing and period of data.

### Features

- Track all your sales, customer and product data.
- Enable/Disable extension from the backend
- Informative sales, customer and product dashboards.
- 25+ ready to use reports.
- Admin can manage custom rule-based reports.
- Admin can schedule email notification for any report.
- Support analysis for multiple websites.
- Sales comparison for different date ranges.
- Display data based on a specific period (Day, Month, Year).

## HOW DOES THIS EXTENSION WORK?

To use this extension, The admin has to enable the extension from the store configuration. Once the admin enables the extension, the admin can see Three Informative dashboards which is Sales Dashboard, Customer Dashboard and Product Dashboard with data and graphs reports. Admin can set notification email sender name and email address. Admin can create N number of custom reports based on Magento condition serialized.

## INSTALLATION STEPS

### Step1: Check Permission

Make sure the "app" has sufficient write permission to write the files.

### Step2: Upload Files

Unzip and upload all content of the extension folder to the root folder of your Magento website using FTP client. On the request whether existing files (folders) should be replaced – select Yes.

### Step3: Enable Extension using SSH

If you have SSH access of you web server then you can setup extension using commands too. Please find commands below:

#### **For windows server:**

```
php bin/magento setup:upgrade  
php bin/magento setup:static-content:deploy
```

#### **For linux server:**

```
bin/magento setup:upgrade  
bin/magento setup:static-content:deploy
```

## **Step5: Refresh Cache**

You can refresh cache from **System > Cache Management** from admin section. If you have SSH access of web server then you can refresh magento cache by following command:

### **For windows server:**

```
php bin/magento cache:clean
```

### **For linux server:**

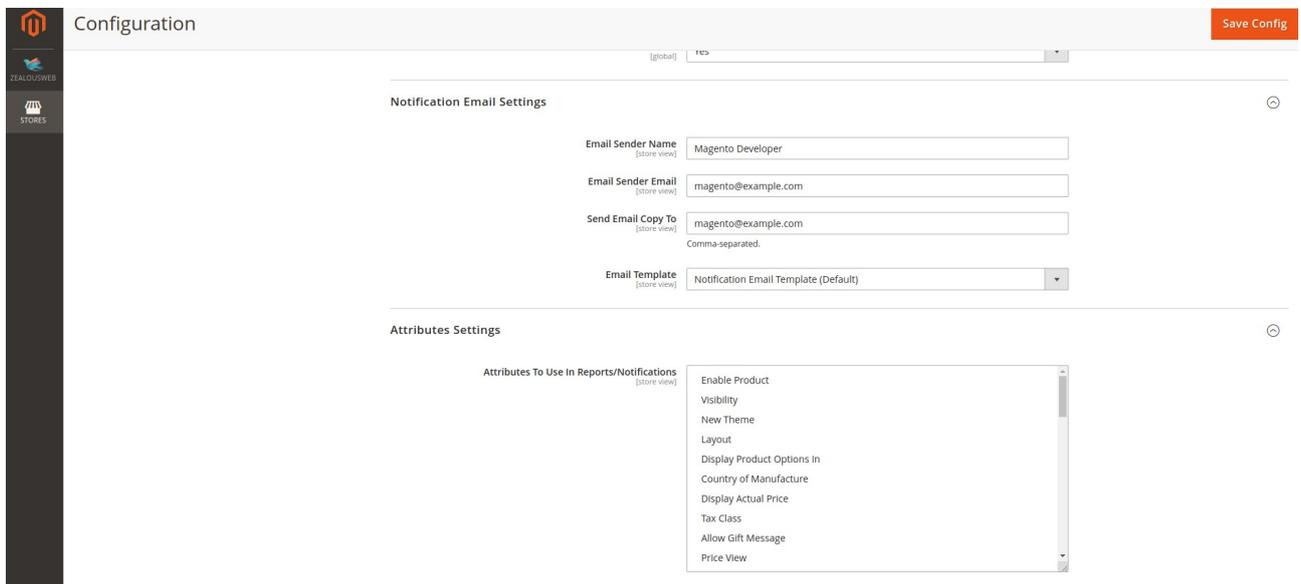
```
bin/magento cache:clean
```

In case you face any problems while installing, feel free to Contact Us at [magento@zealousweb.com](mailto:magento@zealousweb.com)

## HOW TO USE

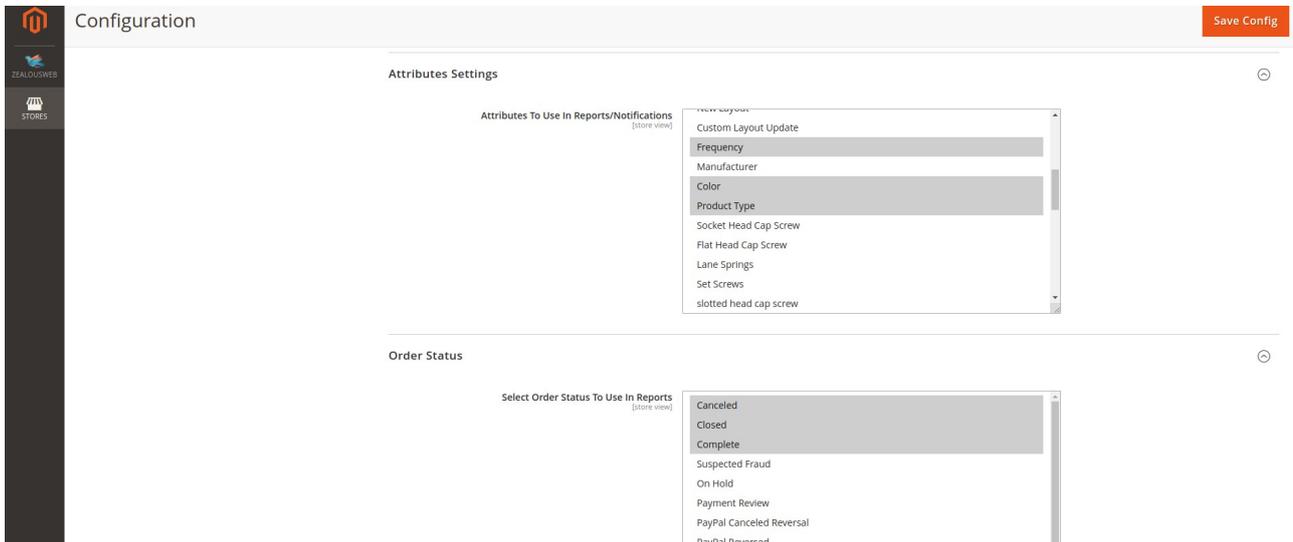
To use this extension, First you need to enable extension from the configuration. You can enabled extension from Stores → Configuration → Zealousweb Extension → Advanced Reporting & Analytics → Notification Email Settings Configuration. After enabled extension add Email Sender Name and Email Sender Email also you can adding Send Email Copy To which is you can multiple email address with comma-separated and you can choose the Email Template which is you want to send email notification.

After admin can choose the Attributes to use in Reports/Notifications in Attributes Settings section.

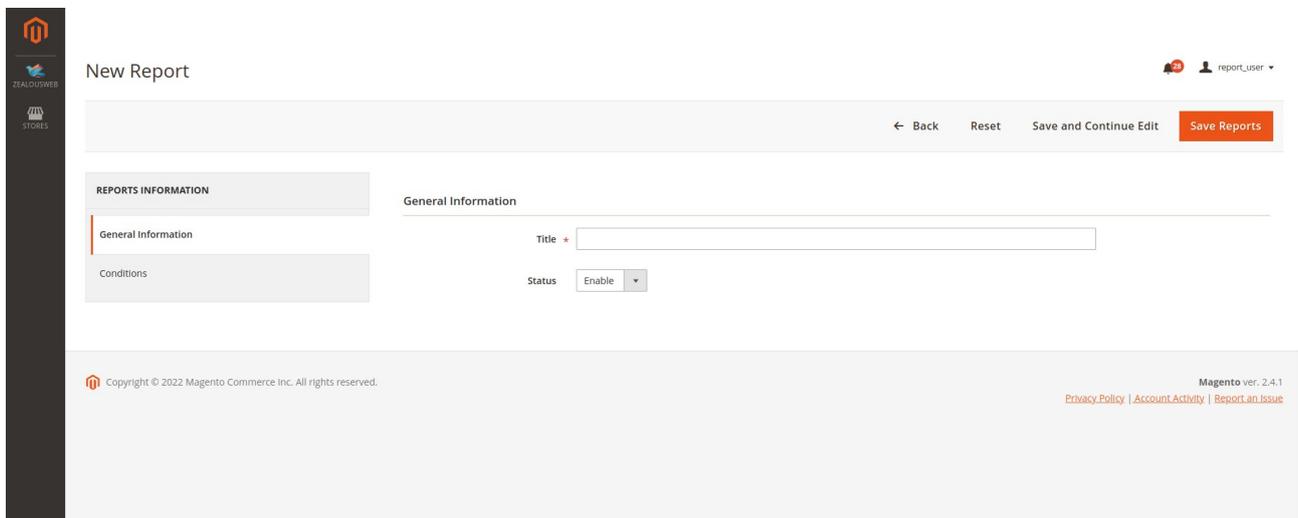


The screenshot displays the Magento Configuration interface. On the left is a dark sidebar with the Zealousweb logo and 'STORES' menu. The main content area is titled 'Configuration' and includes a 'Save Config' button in the top right. A dropdown menu at the top shows '[global]' selected and 'yes' in a box. Below this, the 'Notification Email Settings' section is expanded, showing four input fields: 'Email Sender Name' (Magento Developer), 'Email Sender Email' (magento@example.com), 'Send Email Copy To' (magento@example.com, with a note 'Comma-separated.'), and 'Email Template' (Notification Email Template (Default)). Below this is the 'Attributes Settings' section, which is also expanded to show a list of attributes: 'Enable Product', 'Visibility', 'New Theme', 'Layout', 'Display Product Options In', 'Country of Manufacture', 'Display Actual Price', 'Tax Class', 'Allow Gift Message', and 'Price View'.

Admin can also Select Order Status To Use In Reports in Order status section :



Admin can create custom report by using Create New Report From Zealousweb Menu → Custom Report → Create New Report



Add custom report title and choose enable/disable option. New tab of the Conditions which is admin can add conditions for custom report.

New Report

← Back   Reset   Save and Continue Edit   Save Reports

REPORTS INFORMATION

General Information

Conditions

Apply the rule only if the following conditions are met (leave blank for all products).

If ALL of these conditions are TRUE :

Copyright © 2022 Magento Commerce Inc. All rights reserved.      Magento ver. 2.4.1  
[Privacy Policy](#) | [Account Activity](#) | [Report an Issue](#)

Admin can create N number of email notifications for any reports. Admin can Enable/Disable each notification and specify one report per email notification. Admin can create notification for custom created report also. And admin can define notification email frequency by using cron syntax or by defined timing.

Add New Notifications

← Back   Delete   Save Notification

Notification Details

Enable  Yes

Notification Name \*

Choose Report \* Revenue Overview

Store View \* All Store Views

Report Time Interval (Last) \* 10 Day(s)

Display Period (If Applicable) \* Day

Email Receiver \*

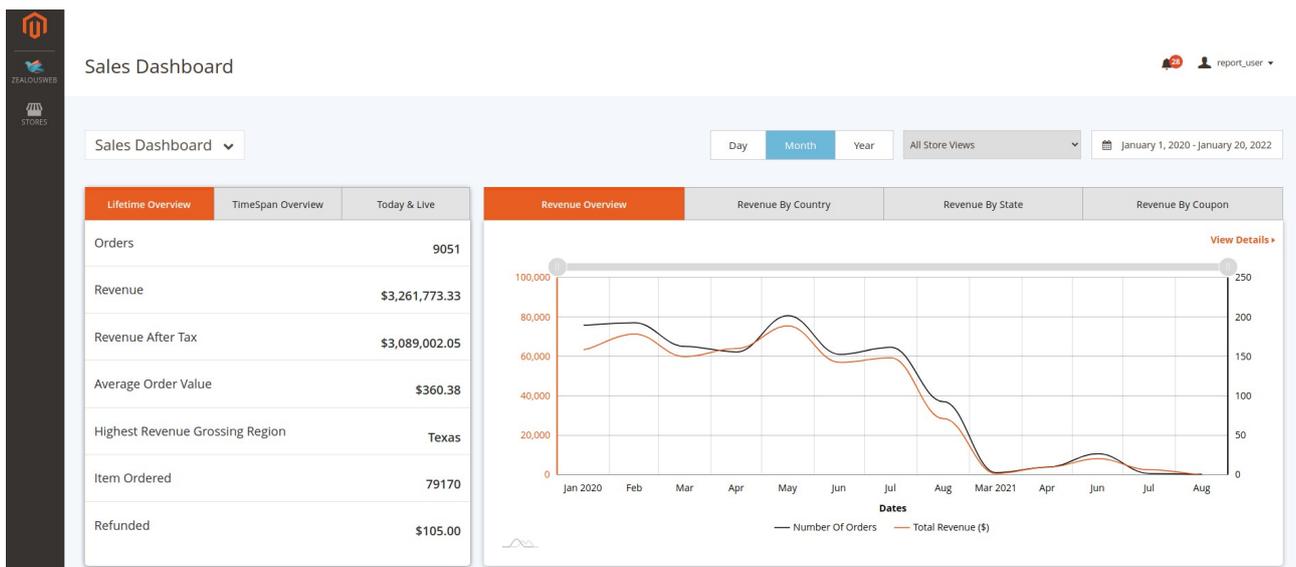
Comma-separated.

Frequency \* Custom

Admin can see Three Informative built in dashboards :

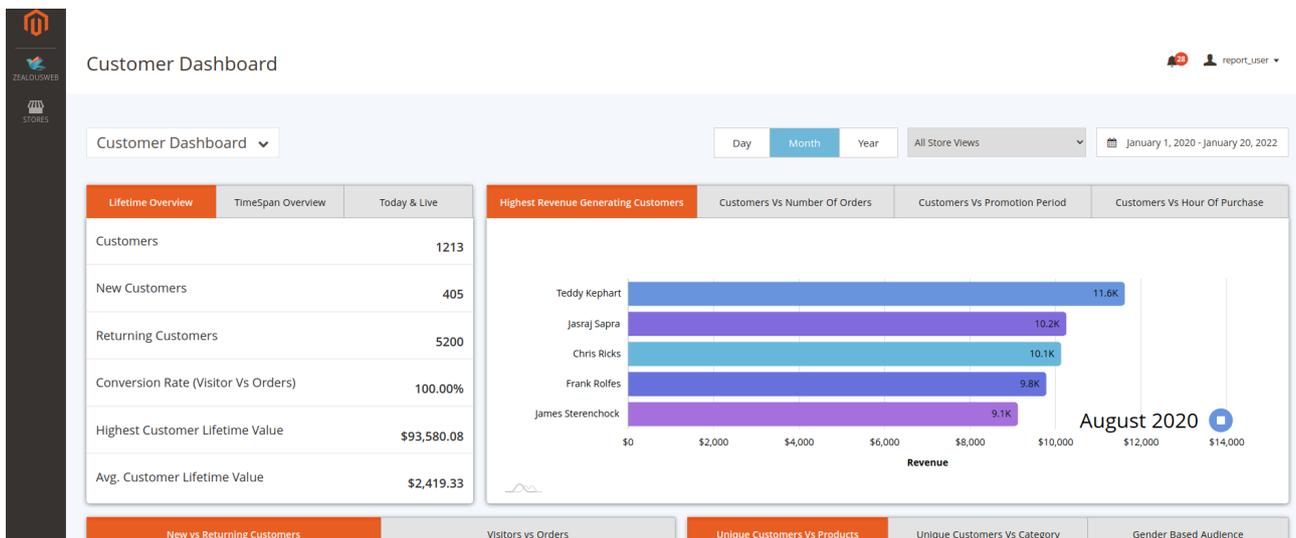
### 1. Sales Dashboard

- Will have the sales statistics of lifetime overview, Timespan overview and Today's report
  - ◆ Lifetime overview - Will display all the data from the start
  - ◆ Timespan overview - Will display the data between selected data range
  - ◆ Today - will display the the data for the current day
- Will display revenue overview, revenue by country, sales and coupon
- Show average revenue by customer and order
- Sales dashboard also have graph for revenue by discount or non-discounted items
- Sales dashboard also have graph for revenue by discount or non-discounted items
- Display revenue based on gender
- Availability to select price range and generate revenue reports.



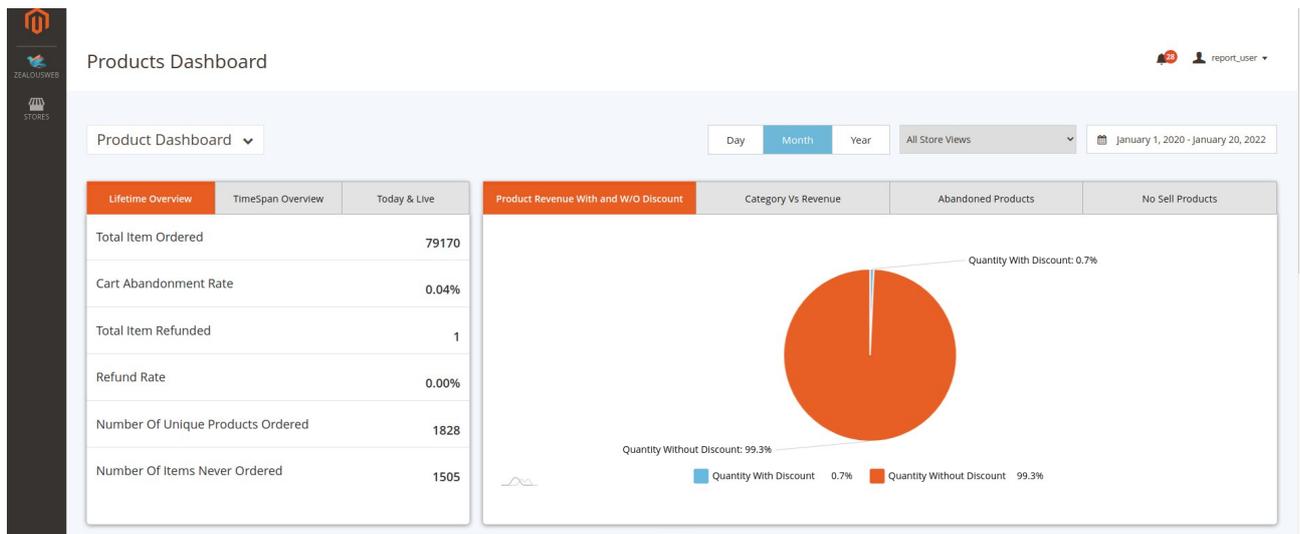
## 2. Customer Dashboard

- Will have the customer statistics of lifetime overview, Timespan overview and Today's report
  - ◆ Lifetime overview - Will display all the data from the start
  - ◆ Timespan overview - Will display the data between selected data range
  - ◆ Today - will display the the data for the current day
- Will display top five highest revenue generator in graphical view
- Displays graph of customer vs orders, vs promotion period and vs number of hour purchase.
- Will have the total new and returning, total visitor vs order chart within the selected range.
- You can also analyze the number of customers based on products, category.
- Also have the graph for gender based audience.



### 3. Product Dashboard

- Will have the product statistics of lifetime overview, Timespan overview and Today's report
  - ◆ Lifetime overview - Will display all the data from the start
  - ◆ Timespan overview - Will display the data between selected data range
  - ◆ Today - will display the the data for the current day
- Analyze product sell qty with and without discount
- Display revenue based on categories
- Identify which products are added in the cart but not purchased yet.
- You can Identify not sell product for specific period and promote them
- Have the report of products vs revenue, vs orders, vs refunds
- Have top ten best seller products by qty and revenue.



Admin can compare two date ranges day wise, month-wise or year wise. You can also check the comparison based on a specific website.



## GETTING HELP WITH MAGENTO

ZealousWeb Technologies offers its customers 3 months of free support. We also offer custom Magento extension development and Magento theme design services to fulfil your e-commerce objectives. Not only this, our Magento experts provide profound and customer oriented development of your project within short timeframes.

Thank you again for choosing an Extension developed by ZealousWeb! If you are facing issues while using this extension, please feel free to contact us at [magento@zealousweb.com](mailto:magento@zealousweb.com).

