

Admin Dashboard

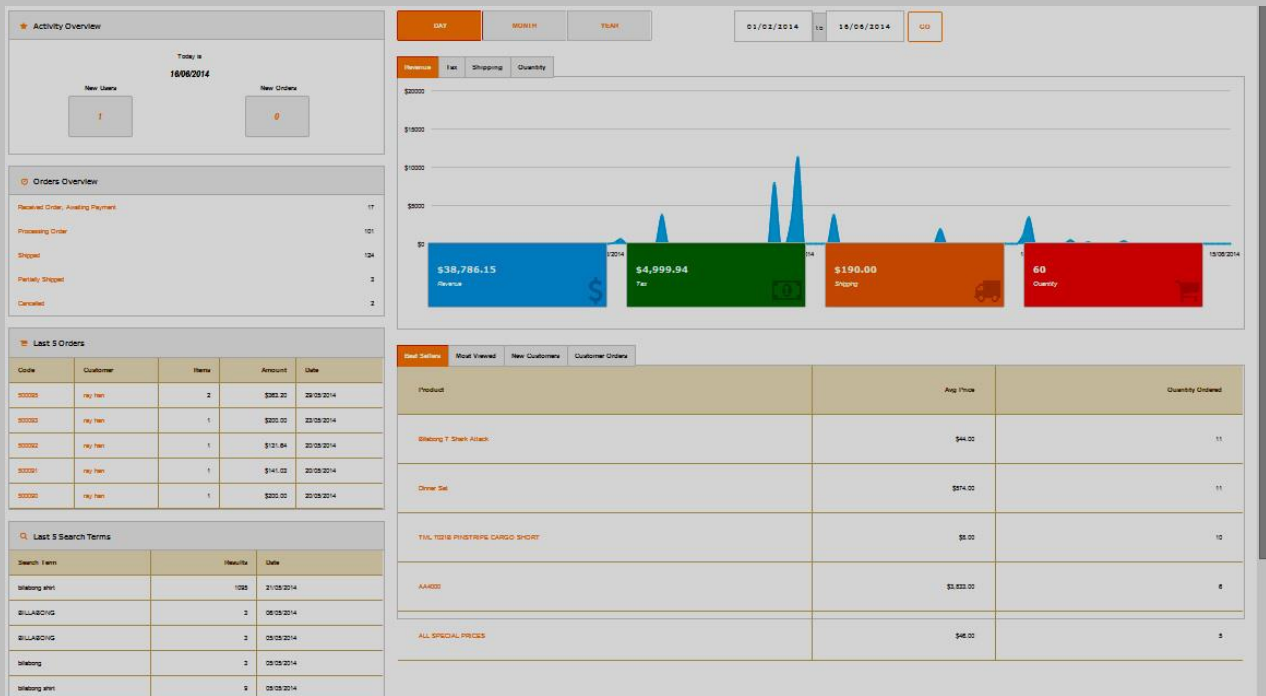
Here's a feature that will be extremely helpful and provide you a quick look at the overall performance of your website.

Introducing the new Admin Dashboard:

The visibility of the various functions will depend on the setting in the security settings.

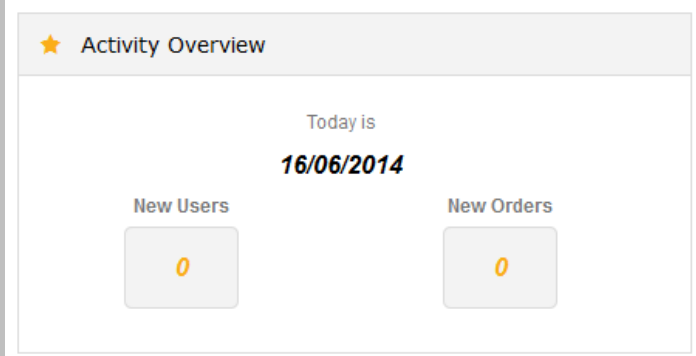
Read in this newsletter about:

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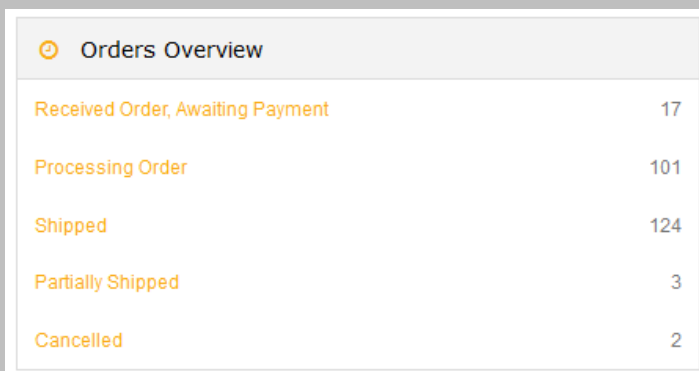
Activity Overview

Displays new orders placed as well as any new registered user(s) against the current date.



Orders Overview

Figures showing orders that have been received and are waiting for payment, also the number of processing orders, cancelled orders and orders that have been shipped




🕒 Orders Overview

Received Order, Awaiting Payment	17
Processing Order	101
Shipped	124
Partially Shipped	3
Cancelled	2

Last 5 Orders

Displayed in a table, the last 5 orders including the order number, customer name, items purchased, total amount and the date the order was placed.



🛒 Last 5 Orders

Code	Customer	Items	Amount	Date
500095	ray han	2	\$363.20	29/05/2014
500093	ray han	1	\$200.00	23/05/2014
500092	ray han	1	\$131.64	20/05/2014
500091	ray han	1	\$141.03	20/05/2014
500090	ray han	1	\$200.00	20/05/2014

Last 5 Search Terms

This could be extra helpful to see what your customers are searching for on your website. The last 5 search keywords with the amount of results and when it was searched

🔍 Last 5 Search Terms		
Search Term	Results	Date
billabong shirt	1095	21/05/2014
BILLABONG	3	06/05/2014
BILLABONG	3	05/05/2014
billabong	3	05/05/2014
billabong shirt	9	05/05/2014

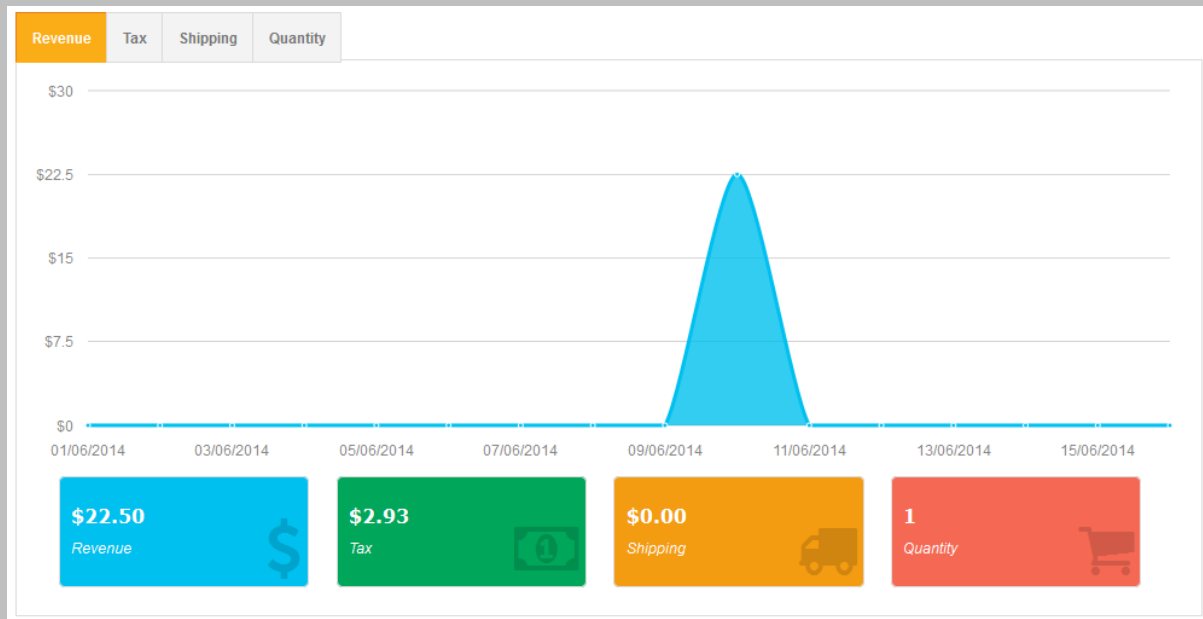
Top 5 Search Terms

Also extremely helpful to see what keywords/products have been searched the most on your website by your customers. You could then consider using these data to put the most searched keyword/product as your “Featured Product(s)” on the home page for easier access.

🔍 Top 5 Search Terms	
Search Term	Number of Uses
billabong	51
SHIRT	26
billabong shirt shark	12
shorts 147cm	9
t shirt	7

Chart

- a. Revenue – sum of order amount within the date range that user specified.
- b. Tax – sum of tax amount within the date range that user specified.
- c. Shipping – sum of freight amount within the date range that user specified.
- d. Quantity – sum of order item quantity within the date range that user specified.



Product Related Tabs

- a. Best Sellers – show top five most ordered items within the date range that user specified.

Best Sellers	Most Viewed	New Customers	Customer Orders
Product	Avg Price	Quantity Ordered	
Flower Jelly Jandals	\$23.00	1	

- b. Most Viewed – show top five most viewed items within the date range that user specified.

Best Sellers	Most Viewed	New Customers	Customer Orders
Product	Price	Number of Views	
West Tigers 2011 Shorts	\$50.00	18	
New Zealand Warriors 2011 Jersey	\$295.00	8	
Striped Sateen Rose Cocktail Dress	\$140.00	4	
50s Style Swimsuit	\$279.00	4	
West Tigers 2011 Jersey	\$200.00	3	

- c. New Customers – show latest five customers within the date range that user specified.
d. Customer Orders – show top five customers who ordered largest amount within the date range that user specified.