



Vendio Reports - Get Started List

Last updated: 08/16/05.

Get started with Vendio Reports in five six steps.

Step One: Enable Vendio Reports

Anyone subscribed to Vendio Sales Manager or Vendio Stores can take advantage of Vendio Reports. Depending on your needs, there are three plans to choose from, each of which are outlined thoroughly on the Plan Confirm page.

- Login, and click the Reports tab in the left navigation bar.
- Click the 'Get Started' button and select the appropriate plan.

Step Two: Enter Data Estimates in Your Preferences

To calculate your costs for some reports, we need to know more about your business. Taking a minute to enter this information now will ensure that your reports are as accurate as possible.

- Click the Reports tab in the left navigation bar.
- Click 'Data Estimates' in the left navigation bar.
- Enter your data estimates where appropriate and click 'Save'. All fields are optional, but keep in mind that the more complete your estimates are, the better your reports data will appear.

Step Three: Customize a Report (only available with Customized and Complete Vendio Reports)

Do you want to see which categories perform the best for you? How about understand which ending times yield you more sales? Customizable reports help you narrow the focus of your reports on these and other details, so you can pinpoint the selling strategies that work best for you.

- Click the Reports tab in the left navigation bar, then click 'Run Reports'.
- Select the checkbox of the report you want to run and click 'Customize'.
- Name your report and enter a description for it so it will be easier to find later on.
- Choose to generate a report for all of your items, or items that meet specific criteria – those in a specific category, or items that end on a certain day. These customized reports and many more are possible by specifying any of the rules below:

Item title (contains, matches, starts with)

SKU (matches)

Marketplace (is)

Starting price (>, <, =, >=, <=)

Item cost (>, <, =, >=, <=)

Category 1 (is, is subcategory of)

Item sold (is, not is)

Winner country (is)

Winner state (is)

Quantity listed (>, <, =, >=, <=)

Start date/time (>, <, =, >=, <=)

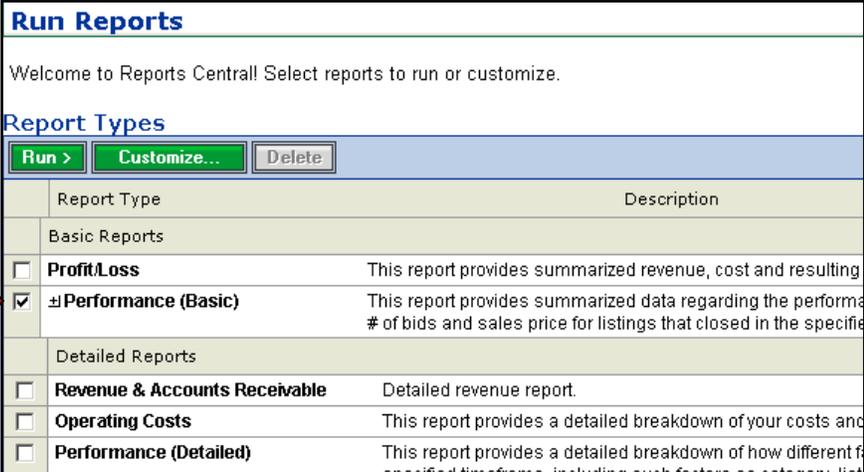
Date UPI dispute started (>, <, =, >=, <=)
 Reserve price (>, <, =, >=, <=)
 Bin price (>, <, =, >=, <=)
 Actual days on market (>, <, =, >=, <=)
 Sales price (>, <, =, >=, <=)
 Item duration (>, <, =, >=, <=, !=)
 Bold (is, not is – only usable if site is eBay)
 Highlight (is, not is – only usable if site is eBay)
 Border (is, not is – only usable if site is eBay)
 Highlight (is, not is – only usable if site is eBay)
 Subtitle (is, not is – only usable if site is eBay)
 Featured (is, not is – only usable if site is eBay)
 Gallery image (is, not is – only usable if site is eBay)
 Shipping carrier selected by buyer (is)
 Payment type selected by buyer (is)
 Relist flag (is, not is)

- Excluding sections can help you narrow the focus of your report on only the information important to your business. By default, all of the sections are included. To exclude a section, unselect its checkbox.
- Click 'Save'.

Step Four: Run a Report

Free and Customized Vendio Reports allow you to run the Basic Profit/Loss and Basic Performance Reports, while Complete Vendio Reports allow you to run all of the eight reports.

- Click the Reports tab in the left navigation bar, then click 'Run Reports'.
- Select the checkbox of the report and click 'Run'.



Run Reports

Welcome to Reports Central! Select reports to run or customize.

Report Types

Run > Customize... Delete

Report Type	Description
Basic Reports	
<input type="checkbox"/> Profit Loss	This report provides summarized revenue, cost and resulting
<input checked="" type="checkbox"/> Performance (Basic)	This report provides summarized data regarding the performance of bids and sales price for listings that closed in the specified
Detailed Reports	
<input type="checkbox"/> Revenue & Accounts Receivable	Detailed revenue report.
<input type="checkbox"/> Operating Costs	This report provides a detailed breakdown of your costs and
<input type="checkbox"/> Performance (Detailed)	This report provides a detailed breakdown of how different factors affect your performance, including such factors as category, list

- If you want to run a custom report, click the (+) to the left of the report type and select the checkbox of your saved custom report. Note that customized reports are only available with Customized or Complete Vendio Reports.



Run Reports

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Report Types

[Run >](#) [Customize...](#) [Delete](#)

Report Type	Description
Basic Reports	
<input type="checkbox"/> Profit/Loss	This report provides summarized revenue, cost and resulting p
<input type="checkbox"/> Performance (Basic)	This report provides summarized data regarding the performa # of bids and sales price for listings that closed in the specifie
<input checked="" type="checkbox"/> Clothing, Shoes & Accessories	Items in the Clothing, Shoes & Accessories category
Detailed Reports	
<input type="checkbox"/> Revenue & Accounts Receivable	Detailed revenue report.
<input type="checkbox"/> Operating Costs	This report provides a detailed breakdown of your costs and
<input type="checkbox"/> Performance (Detailed)	This report provides a detailed breakdown of how different fa specified timeframe, including such factors as category, listi

- Select the date range for your report and click 'Run'. Note that Free Vendio Reports allow you to run a report for one month of data, while Customized Reports allow you to run a report for up to three months of data. Complete Reports allow you to run a report for up to six months of data.

Step Five: Edit Data in a Report

After you have generated your report, you can easily edit data for any items used in the calculation. This ensures any report can be 100% accurate to your business.

- Click on the hyper-linked cell (number shown in blue) of the value that needs to be changed. This will allow you to make changes to the underlying item data.
- Find the specific item by using the search feature at the top of the page.
- Click on a hyper-linked cell of the item you want to change, then enter your new value and click 'Ok'. Note that you can edit data in bulk by copying a value from one item to multiple items. To do this, first select the checkboxes of the items you want to copy a value. Next, click the copy to checked rows icon  that corresponds to the value you want copied.

Note: Once you save your changes, you must re-run the report in order to reflect them in the report result.

Step Six: View Results from Recently Run Reports

All of your recently run reports appear on the Report Results page. From here you can view, download, print, or delete any report.

- Click the Reports tab in the left navigation bar, then click 'Results'.

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