Back to School RetailEdge Reports You Should Know

Reporting & Analytics · https://retailedge.com/docs/retailedge-pos-reports-you-should-know

Now that back to school is in full swing, we'd like to give you a rundown of all the RetailEdge reports we think you should know during this time. **All of these reports can be found by typing in the report name (in blue) in the search bar of the Report Selector.** And don't forget to memorize these reports so you can easily find them later!

Sales Performance

How do Sales Compare to Last Year?

Measure year-over-year performance to identify growth trends and seasonal patterns.

Recommended RetailEdge Report

- **Sales by Date – Comparative**
- Select your desired time period (quarter, year, month, etc.)
- Use Include/Group options and filters based on your reporting criteria.

What Are the Busiest Days and Times by Sales?

Understand when customers shop so you can optimize staffing, scheduling, and promotions.

Recommended RetailEdge Reports

Detailed Analysis:

- **Sales Density Report**

Quick Summary

- **Sales Performance by Date**
- Group by Day of the Week
- Include Average Transaction Value

What Are My Top Selling SKUs?

Identify your best-performing products based on more than just units sold.

Recommended RetailEdge Report

- **Best Sellers (Items)**

Sort By

- Quantity Sold
- Sales Revenue
- Gross Profit

Tip: Your highest quantity sold isn't always your most profitable item.

Inventory Health & Reordering

What Items Are Running Low?

Stay ahead of stock shortages before they impact sales.

Recommended RetailEdge Report

- **Reorder – Sales**
- Sort by Vendor or Vendor/Department

Ideal for businesses NOT currently using Min/Max inventory levels.

Which Products Haven't Been Sold in 30–60 Days?

Identify slow-moving inventory so you can discount, bundle, or discontinue products.

Recommended Report

- **Worst Sellers (Items)**
- Filter for products with no sales in the last 30–60 days.

How Do I Set Up Low Stock Alerts?

Best Practice

- Configure Min/Max inventory levels here to receive low stock alerts and improve replenishment planning.

Clerk Performance

Which Clerks Generate the Most Sales?

Track employee performance using sales data.

Recommended RetailEdge Report

- **Sales by Clerk**

Sort By

- Sales
- Gross Profit
- Transactions
- Average Ticket

Holiday Q4 Readiness

What Sold Well Last Holiday Season?

Use historical sales data to prepare inventory for your busiest season.

Recommended Reports

Sales by Category

- Sort by Department and Class to identify the strongest-performing areas of your store.

If you carry many of the same seasonal items each year:

Sales by Items

- Group by Location
- Sort by Department and Class (if applicable)

This helps identify recurring holiday best sellers.

Margins

Are Margins Improving or Shrinking?

Measure profitability over time to understand how your business is performing beyond total sales.

Recommended RetailEdge Report

- **Sales by Date – Comparative**
- Compare by Quarter
- Adjust grouping, sorting, and filters based on your reporting needs.

Tip: Avoid over-filtering your reports so important trends remain visible.

Sell-Through & Turn Rate

What Is My Sell-Through and Turn Rate?

Measure how efficiently inventory is selling and being replenished.

Track:

- **Inventory Sell Through - More on this Here**
- **Inventory Turn Rate** - More on this here

These metrics help you identify fast-moving inventory, reduce overstock, and improve purchasing decisions.