What’s NOT Happening in my Store? Non-Sellers & Non-Buyers Reports

Reporting & Analytics · https://retailedge.com/docs/whats-not-happening-in-my-store-non-sellers-non-buyers

RetailEdge has hundreds of reports that will tell you what is happening with customers, inventory and sales in your store. You can find out who purchased what item, during what date range, from what vendor, and in which department or class.

However, sometimes it is just as important to know what is *not* happening in your store. RetailEdge has a few reports and filters that can help you out!

The Non-Sellers Report

RetailEdge provides valuable inventory insights through its **Best Sellers**, **Worst Sellers**, and **Non-Sellers** reports. The Non-Sellers report is extremely useful for identifying stagnant inventory. This report will quickly show you items that are non-performing and have zero sales for a given date range.

To access this report from the Report Selector, select **Reports > Sales > Sales > Sellers > Items > Nonsellers**.

The Customer Last-Action Date Filter

One of the most important customer filters is the **Last Action Date** filter. This filter allows you to see the customers who have had **activity** or ***NO* activity** since a particular date. You might want to run a report that shows customers interested in a particular vendor so you can invite them to a special event or trunk show, but you want to make sure they are actively purchasing from your store. Or you might want to run a report that will show you customers who are no longer coming to your store, so you can invite them back with a promotion to minimize customer attrition.

A straightforward way to see how this filter works is to:

- Open **Customer Manager**
- Select **Set Filter** on right-hand side of screen,
- Select **Last Action Date** from left column. Set the date and click either "activity since date" or "NO activity since date",
- Click **Add,** and then
- Click **OK**.

Exclude Zero Sales and Zero Receiving Options on Sell Through and Turn Rate Reports

The **Turn Rate** and **Sell Through** Reports both have the **Exclude Zero Sales and Receiving** options checked by default to keep the reports shorter. However, *unchecking* these options can give you more information about the items received but not sold during certain periods. These options set in combination with the **Sales Date Range** and **Receiving Date Range** can show you items that you might have received in the first quarter but did not sell in the second quarter.

If there is a specific set of data you want to see and do not know which path to choose on the **Reports Selector** screen, please email us at support@retailedge.com and we would be happy to walk you through it!