# Reports on Orders

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Being an e-commerce champ, have you ever wondered what those order reports are all about? Well, they're like your backstage pass to understanding how your business is doing.

By keeping an eye on these reports, you can pick up on trends, fine-tune your way of doing things, and make smart moves that pump up your store's success. They're like your superhero toolkit, helping you sort out any hiccups pronto – think delays in sending out orders or puzzling payment problems.

In a nutshell, these reports are your backstage pass to a smoother, more profitable online adventure. Take a peek and keep rocking that dropshipping hustle! 

**Path: Analytics > Reports > Orders**

Under the **Orders** section on the **Reports** page, you can access the following reports:

1. Total Orders Fulfill

2. Total Payments To Capture

3. Total Orders Unfulfilled

4. Total Payment Captured

Let's explore each of these, one by one.

# Total Orders Fulfilled

Think of this as your victory count as this report provides information on the total number of orders that have been successfully processed, shipped, and delivered to customers.

Let's break down the stats you've got in your report:

**1. Order Number:** Each order is assigned a unique order number. It acts like a digital fingerprint for that specific transaction. This can be handy for tracking and referencing orders.

**2. Date:** The date indicates when each order was fulfilled. This is crucial for understanding the timeline of your order fulfillment process and can be useful for managing inventory and predicting peak order times.

**3. Items:** This metric is valuable for understanding the volume of items sold and can help you identify popular products or patterns in customer purchasing behavior. It's a practical insight that can guide decisions related to inventory management, marketing strategies, and product availability. Essentially, it gives you a glance at the number of items moving out the door and heading to your customers, helping you stay on top of your dropshipping game.

**4. Total Sale:** The total sale amount represents the overall revenue generated by the fulfilled orders. This includes the combined value of all items in the order. It's a key financial indicator, giving you a quick overview of the income generated during a specific period.



In a nutshell, your **"Total Orders Fulfilled"** report is like your victory log. It tells you which orders have successfully made their way to your customers, the items involved, and the total revenue generated. It's an essential tool for understanding your business's performance, managing inventory effectively, and keeping your customers happy.

# Total Payments To Capture

The **"Total Payments to Capture"** report in a dropshipping business refers to the payments that are awaiting capture or authorization. Here's a breakdown of the stats that are extracted in this report:

**1. Order Number:** Each order is assigned a unique order number for easy identification and tracking. This helps you reference and manage specific transactions.

**2. Date:** The date indicates when the order was placed on your store, but was not fulfilled i.e., it is waiting for payment capture or authorization.

**3. Status:** If the order is appearing in the "Total Payment to Capture" report, then it must be an order with the status **"Pending"** or **"Partially Fulfilled".** The pending status identifies that the payment has been authorized but not yet captured. The order is awaiting the next step, which is typically capturing the payment when the order is ready to be fulfilled. Whereas a partially fulfilled order is the one against which the partial payment was made, and the partial payment is yet to be captured.

**4. Total Sales:** The **"Total Sales"** amount represents the overall sales value of the orders in the pending status. It reflects the potential revenue that will be captured once the payments are processed.



In essence, this report helps you keep track of the financial side of orders that are in progress or awaiting fulfillment. It's a crucial tool for managing cash flow and ensuring that payments are captured at the appropriate stage in the order fulfillment process. As you move orders from **"pending"** to **"fulfilled,"** you'll capture these payments and contribute to your total sales figures.



# Total Orders Unfulfilled

The **"Total Orders Unfulfilled"** report provides information about orders that have been received but are yet to be fulfilled. Here's a breakdown of the stats that you will see in this report:

**1. Order:** Again, this column shows the unique order number assigned to each order for easy identification and tracking. This helps you manage and reference specific transactions.

**2. Date:** The date indicates when the order was placed, providing a timeline for monitoring the duration between order placement and fulfillment.

**3. Items:** It represents the total number of items included in each unfulfilled order. It gives you an idea of the volume of products that need to be processed and shipped to customers.

**4. Total Sale:** The "Total Sale" amount represents the overall sales value of the unpaid but "unfulfilled" orders. It reflects the potential revenue that has been generated but not yet fulfilled.

This report is valuable for managing your inventory, ensuring timely order processing, and preventing delays in fulfilling customer orders. By regularly reviewing the **"Total Orders Unfulfilled"** report, you can streamline your fulfillment process, keep customers informed about their pending orders, and maintain a positive shopping experience. As you fulfill these orders, they would typically move into the **"Total Orders Fulfilled"** category.

# Total Payment Captured

The **"Total Payments Captured"** report provides information on payments that have been successfully captured or collected for fulfilled orders. Let's break down the stats of this report for your understanding:

> **1. Order:** It is a unique order number assigned to each order for easy identification and tracking. This helps you manage and reference specific transactions.

> **2. Date:** The date indicates when the payment for the order was successfully captured. It provides a timeline for understanding when the financial transaction was completed.

> **3. Status:** The **"Paid"** status indicates that the payment for the order has been successfully captured. This means that the financial transaction associated with the order is complete.

> **4. Total Sale:** The **"Total Sale"** amount represents the overall sales value for the orders for which payments have been captured. It reflects the revenue that has been successfully collected.



Essentially, this report is your financial scorecard, showing you the orders for which payments have been successfully collected. It's crucial for tracking your revenue, understanding your cash flow, and ensuring that your financial transactions are in sync with your fulfilled orders. Regularly reviewing the **"Total Payments Captured"** report helps you stay on top of your business's financial health and success.

Leveraging these reports, you can stay on top of your orders shipment, delivery, and payments. Eventually, your team will be swift to identify any problems and can offer a quick resolution! After all, smooth business processes are one of the key foundations of profitability! So, keep track of your orders without a hitch and take your dropshipping business to the next level.