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Where to see your sales in WooCommerce: reports, analytics and what the numbers mean

Customers, E-mails & Policies

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Where to see your sales in WooCommerce: reports, analytics and what the numbers mean

Customers, E-mails & Policies Created on **October 10, 2026** 3 min read



You want to know how much you sold this month, which product leaves the shelf fastest and where customers come from. WooCommerce keeps all of it, but shows it in different places depending on the version, and the totals do not always agree with the bank or with your accountant. First, where to look; then, why the numbers seem to lie.

Where each thing is

What you want to know	Where to look
Sales overview	WooCommerce, Analytics (recent versions), the Overview page. On older versions, WooCommerce, Reports.
Best-selling products	Analytics, Products. You can sort by units or by revenue.
Sales by category	Analytics, Categories.
The effect of coupons	Analytics, Coupons.
Tax collected	Analytics, Taxes.
Stock and products running out	Analytics, Stock. It complements the alerts in **stock and low-stock alerts**.
New and returning customers	Analytics, Customers.

Getting the analytics working

1. **Open WooCommerce, Analytics.** If the menu is missing, your version is old or the analytics feature is switched off; update the shop on a quiet day (see **updating without breaking anything**).

2 **Pick the date range** at the top and, if you like, compare with the previous period. Without a comparison, a lone number says nothing.

3 **Import the history if it is missing.** In the Analytics settings there is an option to import data from past orders. It can take a while on shops with many orders, because it runs in the background.

4 **Choose which statuses count.** The Analytics settings let you exclude statuses such as cancelled or failed. Decide once and leave it, so months stay comparable.

5 **Export to CSV** when you have to hand the figures to someone. Every table has the option.

Why the numbers do not match

The gap	The usual cause
More than in the bank	The report counts orders awaiting payment or on hold; only those with a paid status count as money.
Less than in the till	Orders created by hand that did not go through the analytics, or history that was never imported.
Different from your accountant	Your accountant looks at the payment date, WooCommerce at the order date. Check that the tax basis is the same, too.
Old numbers change	A refund made later changes the month of the refund, not the month of the sale.

These analytics are a map, not your accounts.
For taxes, returns or invoices, the documents your accountant asks for count, not the shop screen. See **invoices for your shop customers**.

Always read two things together:
Sales and visits. A shop that sells little with few visits has a traffic problem; with many visits it has a buying problem, and for that the page is **checkout errors**. Visits are measured with **Google Analytics**.

NEED A HAND?

Analytics shows nothing, or the page loads forever? Tell us the shop address and the WooCommerce version, and we will see whether it is the server.

Open a support ticket →

SEE ALSO

- **Order statuses explained**
- **Google Analytics: setting up and what to read first**
- **WordPress hosting**

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