Update to Control Panel Reports

We're releasing an update to the Control Panel Reports page to make it easier to use. Reports are now organized into clear categories and subcategories, with a menu and dropdown options to navigate, and a search bar to find relevant reports.

New menu features

In the side menu, there are options for you to:

- View a description of the report
  - Download a CSV of the report
    - Open the report in a new tab

Categories

- **Channel Performance**: Reports by Source or Channel. These show traffic and sales information.
- **Customer Information**: Reports with customer details like email, first name, last name, and other information.
- **Orders & Sales**: Includes reports on orders, cancellations, transactions, and performance (like Gross Profit and coupon performance).
- **Product Performance**: Reports on product insights including top-selling items, pricing information, and overall sales.
- **Site Performance**: Reports on website functionality, like page load times and traffic data.
- **User Behavior**: Reports tracking user interactions, including geographic location, first page accessed, and navigation patterns.
- **Website Configuration**: Reports on site settings for registered/wholesale users.

Saving reports

You can easily save your favorite reports:

1. Find the report you're looking for by using the dropdown menu or by searching for it.

2. Click on the report you want to view or open it in a new tab by clicking the pop-out icon. (⬀)

3. Click on "Add to favorites" in the top right corner of the report.

You can save up to 20 reports as favorites.

Remove a favorite report

1. Go to the Report page.

2. In the section labeled "My Favorite Reports," click on the crossed heart icon. This will remove the report from your favorites list.

Accessing old reports

Old reports you've saved or bookmarked may not work anymore as report URLs have changed. You'll need to go to the new Reports page to find the same report and re-save it.

If you want to access the old Control Panel Reports page, you can go to the top menu, click on "Research," then "Old Reports."