

Understanding Glew's Revenue Calculations

Glew's Promise to Our Customers

If at any time you question the validity of a metric in Glew, please reach out to our Customer Support team. Our data analysts are happy to walk you through why a metric is calculated the way it is, and help troubleshoot any potential issues. Overall we believe Glew data to be more accurate than ecommerce platform reporting and are happy to show you why!

Revenue Data

By default, Revenue is calculated as Revenue minus Sales Tax, Shipping Costs, Refunds and Discounts.

Glew calculates Revenue on an order-based level throughout our application, except for the Merchandise dashboard.

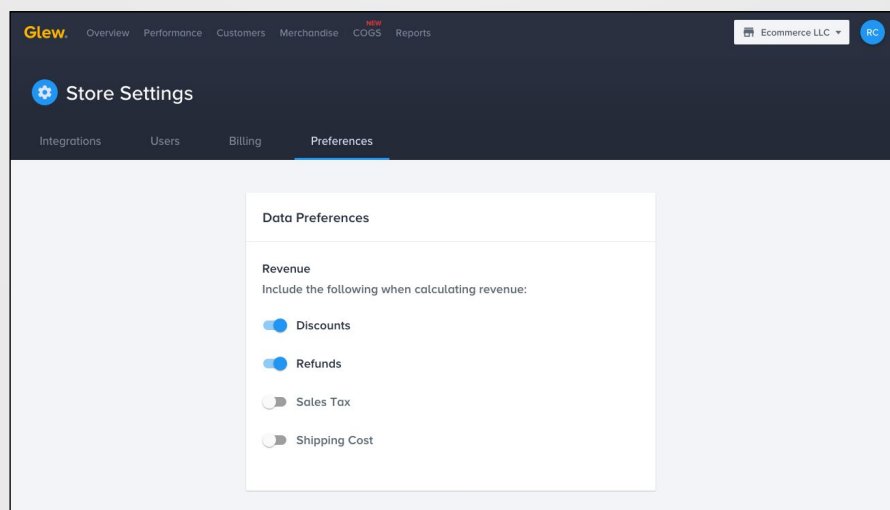
When Revenue is calculated on the Merchandise dashboard, it has to be done on a product level versus on an order level. That means your Revenue data in the Merchandise dashboard does not account for shipping costs.

When evaluating overall Revenue you should look at the Performance and Overview dashboards for the most accurate calculations.

Setting Up Revenue Preferences

Glew allows you to set your Revenue preferences to take Sales Tax, Shipping Costs, Refunds and Discounts into (or out of) consideration.

Turning these filters on and off will affect any metrics related to Revenue and profitability. (For example: Revenue, Gross Margin, Gross Profit or Net Profit.) It is your choice how you would like your Revenue to be calculated. Keep in mind changing these filters will mean your reports may not match exactly to your ecommerce platform.



Timezone

Glew pulls data using the UTC timezone (Coordinated Universal Time.)

Discounts

If so set in your preferences, discounts are applied to all Revenue data throughout Glew. If you feel there is a discrepancy in your data, first look at how your discount data is being accounted for in your ecommerce platform.

Giftcard Data

This is a common source of confusion for many ecommerce stores. Since giftcards are a form of payment, there is no cost associated with this product. Therefore we recommend setting your Cost of Goods Sold for giftcards to zero. You should also be aware of how giftcards affect your Revenue and Net Profits. If you sell a high amount of giftcards your Revenue is going to be through the roof. However, once people redeem those giftcards you are not making any money off of those sales. Keep this balance in mind when reporting on your Revenue calculations.



Shopify Troubleshooting

Order Data: Glew's Order Report matches the Shopify Orders Report.

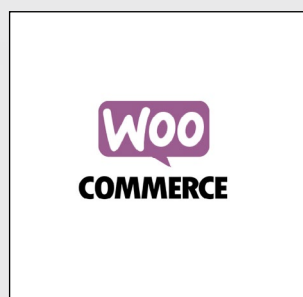
Shopify reports may have a slight discrepancy between Order counts. What might be recorded as 140 on one report may add up to 139 on a different report. Unfortunately, this is a Shopify reporting quirk and not a Glew related issue.



Magento Troubleshooting

Order Data: Glew data matches the Orders Report Export in Magento.

Timezones: Some versions of Magento do not associate data to the timezone you have configured. This could lead to a slight difference in daily Revenue or Order counts. We recommend keeping Magento up to date to remedy this issue. Want to know more? This question was answered [here](#) and [here](#).



WooCommerce Troubleshooting

Discount Data: Note that discount data is not available in WooCommerce so it is not accounted for in Glew.

