

Net Income greater than Gross Income!

Posted by martyn.pearson - 08 Jan 2014 20:14

Hi, Just installed the extension, and i'm having a hard time understanding how the columns are calculated. For examples, on the "Sales > Nett_Income" report.. How can the nett sales be higher than the gross sales? How is this calculated?

See image for my header row.

Thanks,

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Re: Net Income greater than Gross Income!

Posted by latitudweb - 20 Jan 2014 16:42

Hello Martin,

Sorry for the late response.

To perform its calculations and build the reports, Sales Analytics takes every data value from the DB. In this report you've sent us, the DB "Total Invoice" field value is used for the **Gross Income**, and the DB "

Subtotal Invoice

" field value is used as the

Net Income

.

The **Net Invoice** should represent the Gross Income minus Taxes and Shipping costs. That is, the income associated to the sale operation as such, without any associated indirect cost. We've checked the numbers and it seems that this Net Income that you've sent us is calculated BEFORE the discount has been applied, and thus the higher value. And that is not correct.

On other reports (for example on those based on Products or Product Categories) the **Net Income** value is calculated in a different way. Please let us check these numbers, and we'll provide an updated version of these reports to calculate the Net Income in a different more suitable way.

Kind regards, and thanks a lot for your feedback.

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