

Product sales report

“ You need: *Sales reports.*

Product sales shows what actually sold, by article, grouped into families.

What it's for

The sales total tells you the revenue. This tells you what produced it — which articles moved, and which families carry the period.

Typical questions it answers:

- Which articles are worth keeping on the menu?
- Did a new product land, or is it sitting?
- Has the family mix shifted since last month?

Reading the grouping

Articles roll up into families, so you can read it at either level: the family view for the shape of the menu, the article view for individual decisions.

A family that looks flat can hide one article growing while another falls. Open the family before concluding nothing changed.

Pairing it with other reports

Question	Also look at
Did discounting drive these sales?	Promotions report
Is this a weekday or weekend product?	Sales by trend
Did the revenue actually land?	Sales report

An article that sells well only alongside heavy promotion is a different business case from one that sells at full price. The two reports together say which you have.

Scope applies here too

Figures cover the stores within your scope for the period selected. A product that looks absent may simply not be sold by the stores you can see — see [How scope works in practice](#).

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