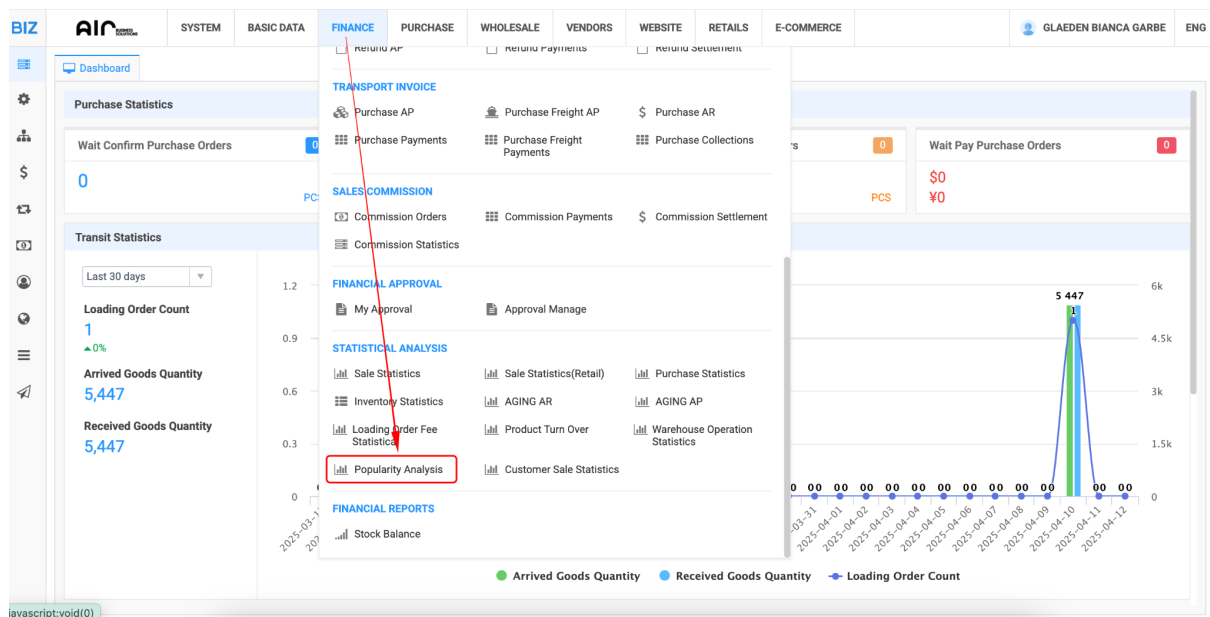


Finance - Popularity Analysis

The **Popularity Analysis** tab provides valuable insights into product performance by measuring sales trends, customer engagement, and profitability metrics. This feature is essential for sales teams, marketing departments, and product managers who want to identify top-performing products and understand buying behavior over time.

Navigation

To access the **Popularity Analysis** tab:



1. Log in to your **ERP System**.
2. Navigate to the **Finance** module.
3. Click on **Popularity Analysis**.

Key Fields Displayed

Each row in this tab represents a product, accompanied by metrics that reflect its popularity and performance.

BIZ **AIR** **SYSTEM** **BASIC DATA** **FINANCE** **PURCHASE** **WHOLESALE** **VENDORS** **WEBSITE** **RETAILS** **E-COMMERCE** **GLAEDEN BIANCA GARBE** **ENG**

Dashboard **Popularity Analysis**

Close **Export**

Language: Product NO.:

Date Type: Date From: Date To:

Product Category:

Pic	Product	Category	Sales Quantity ↓	Sales Amount	Ordering Customers	Order Count	Avg. Price	Avg. Gross Ratio
	CP010129 ESL slim 4 color 2.9 black casing	Electronic	1,500PCS	\$9,375	1	1	\$6.25	1.08%
	CP100054 ESL mounting accessories	Electronic	1,200PCS	\$468	1	1	\$0.39	1.64%
	CP030057 New accessories	Electronic	600PCS	\$396	1	1	\$0.66	0.71%
	SW001 海康4+1POEgateway	Electronic	2PCS	\$112	1	1	\$56	2.95%
	CASH_REGISTER CASH_REGISTER(cash box/recei...	Electronic	2PCS	\$1,420	1	1	\$710	1.64%
	CP020007 ESL Base station AP	Electronic	2PCS	\$220	1	1	\$110	0.99%
	58160 Splash Plastic Bottle 64 oz Flip C...	Sample	0PCS	\$0	0	0	\$0	0
	90014							

1 - 20 of 115 items

Displayed Fields:

- **Picture** – A thumbnail image of the product (if available).
- **Product** – Name or code of the item.
- **Category** – Product category (e.g., Apparel, Electronics, Home).
- **Sales Quantity** – Total units sold during the selected period.
- **Sales Amount** – Total revenue generated from the product.
- **Ordering Customers** – Number of unique customers who purchased the item.
- **Order Count** – Total number of orders containing the product.
- **Avg. Price** – Average selling price per unit.
- **Avg. Gross Ratio** – Average gross profit margin, helping assess product profitability.

Searching and Filtering Options

Use the following filters to refine your analysis and focus on the data most relevant to your objectives:

Pic	Product	Category	Sales Quantity	Sales Amount	Ordering Customers	Order Count	Avg. Price	Avg. Gross Ratio
	CP010129 ESLsim 4 color 2.9 black casing	Electronic	1,500PCS	\$9,375	1	1	\$6.25	1.08%
	CP100054 ESL mounting accessories	Electronic	1,200PCS	\$468	1	1	\$0.39	1.64%
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	58160 Splash Plastic Bottle 64 oz Flip C...	Sample	0PCS	\$0	0	0	\$0	0
	90014	Sample	0PCS	\$0	0	0	\$0	0

- **Language** – Switch between **English** and **Chinese** interfaces.
- **Product Number** – Search by specific product codes or SKUs.
- **Date Type – From/To** – Set a date range to review performance during a particular time frame.
- **Product Category** – Filter results based on product category.
- **Export** – Download filtered results in an **Excel file** for further analysis, reporting, or archival purposes.

The **Popularity Analysis** tab is your go-to resource for tracking which products are gaining traction and which may need more strategic attention. With a blend of visual, performance, and profitability data, this tool supports smarter product planning and customer engagement strategies.

For more details or advanced analytics support, please contact your ERP administrator or refer to the full Sales or Product Analytics module guide.