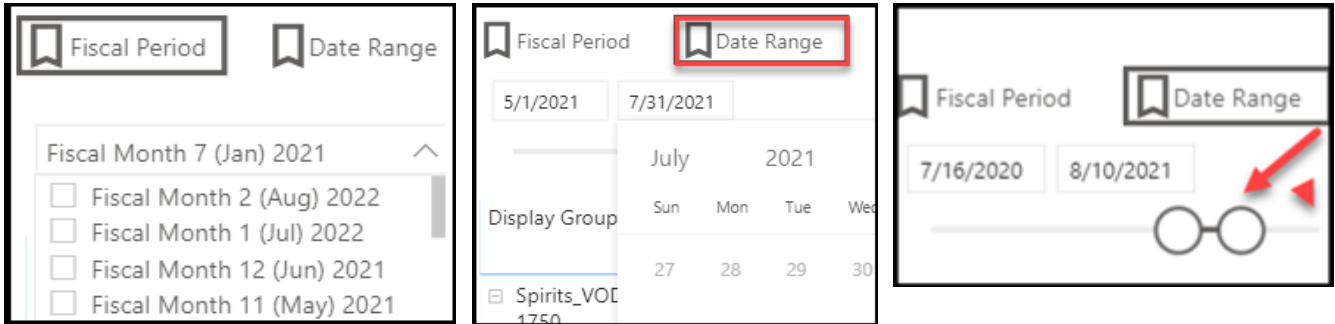# UTAH DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
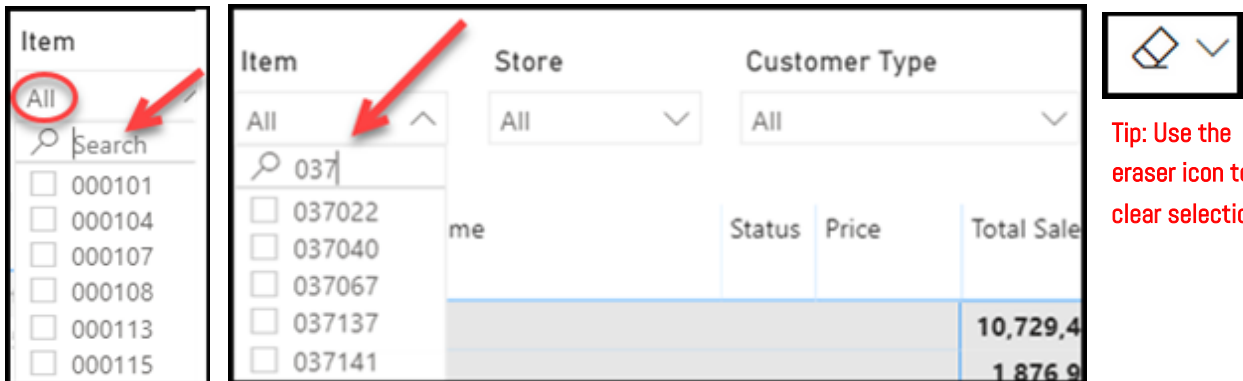Sales Analysis Report

Using the Sales Analysis Report

1. Determine the dates you want to view either by Date Range or Fiscal Period (month and year). There is a sliding bar you can use to select a date range.* (The larger the date range, the longer it takes the report to load.)

* be patient , this may take some time, however, you will see the report "thinking" with the loading circle....

2. You have the options of selecting one item or multiple items if you have the Item Identification Number assigned by the DABC. If not, leave the default selection of "All". This enables a broader comparison of groups and price bands. Type in the item number where it says "Search". If there is a number there put your cursor to the left of the number and backspace, hit "Enter" and it will clear the number and display "All" item id's. In order to clear the filters you have selected, use the eraser icon in the upper right corner of the column.

Tip: Use the eraser icon to clear selections.

3. Sales figures are available for Stores, Customer Types, and Licensee Types:
   - Stores from 0001 - 0051, a list of stores and their locations is available at: https://abc.utah.gov/about-dabc/find-a-store/
   - Customer Type - this includes all Package Agency types & a collective category "State Stores".
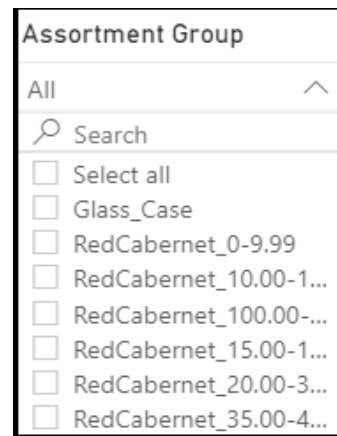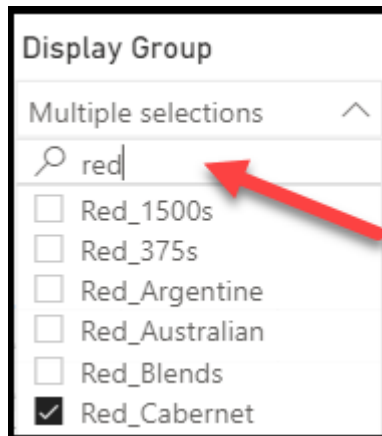   - Licensee Type - search the Compliance Division database Licensee types.
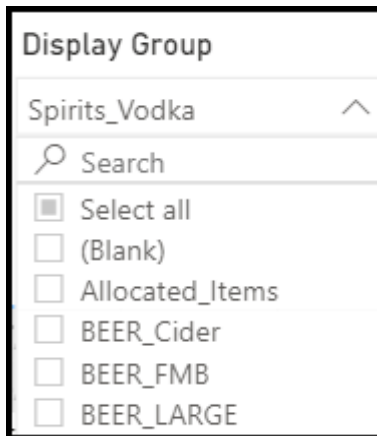
4. Item Categories:

- Display Group - Selection of a group at a higher level (i.e., Wine - Red Cabernet). If you have selected multiple groups such as Red Blends, Red Cabernet, and Red Merlot, the "Multiple selections" will be reflected. You can also type part of a category such as "Red" and it will jump to that category.
- Assortment Group - Price bands for items are included so that you can narrow down a group (Wine - Red Cabernet, price bands of $0.00 - $9.99, $10.00 - $14.99, $15.00 - $19.99 …

5. Additional column details:
- Status of an item indicated by 1, L, A, etc., which indicates the status during the time range selected. An item may change from L (limited) to 1 (general) over a period of time. The item will be listed with the total sales and total bottle on a separate row for each status. A table indicating the abbreviations for status is below.
- Price also may change over a date range. In that case, there will be multiple lines for the item and a total above calculating the combined sales at each price during the time period selected.
- Rank is displayed on the assortment group with the ability to display first to last or vice-versa.

STATUSID	DESCRIPTION
1	General Item
A	Allocated Item
D	Discontinued Item - 1
L	Limited Item
N	Item Unavailable, but may become avail
S	Special Order - Cross Dock to store
T	Seasonal Item
U	Currently Unavailable
X	Discontinued Item - L
P	LAP - Limited Availability Products
R	RHDP - Rare High Demand Products

Tip: To expand or minimize categories or information click on the plus or minus sign within the body of the report.