Introduction
If you sell products or services online or through an application, you can use Google Analytics ecommerce reporting to track sales activity and performance.

In this lesson, we'll review three of the main reports in the Ecommerce section:
- the Product Performance report
- the Sales Performance report
- and the Transactions report

Setting up the Ecommerce reports
In order to collect data in the Ecommerce reports, you first need to enable ecommerce in your view settings. You also need to have a developer add the ecommerce tracking code to your site or application. For more details on setting up Ecommerce tracking, check out the resources in this lesson.

Once you've set up your Ecommerce tracking, you will begin to see data in the Ecommerce reports within the Conversions section of Google Analytics.

The Product Performance report
Let's start by taking a look at the Product Performance report. The Product Performance report gives you an understanding of which of your products sell the best. In these reports, you'll find information about the quantity of a certain product you've sold, the number of unique purchases that included that product, how much revenue you've earned from a product, and more.

By adding in a secondary dimension of source and medium to this report, you can get an understanding of which products are supported best by your marketing efforts. By drilling down into one particular product, you can discover which channels are good at promoting and driving sales for that product.
In addition to reviewing your ecommerce data by product name, you can toggle this report to show your sales data by product category. Switching this report to the percentage view, quickly shows you which product categories bring in the largest share of revenue for your business.

**The Sales Performance report**
The Sales Performance report shows you a breakdown of the dates on which you brought in the most revenue. You can use this data to identify daily, weekly and monthly trends in your ecommerce performance.

**The Transactions report**
Finally, the transactions report provides a list of all of the transaction IDs for all orders made on your site, and allows you to dig into a particular order to see which items a user purchased together. This information can help you identify opportunities for cross-promoting products during your users’ shopping experience to help them discover additional items they might be interested in purchasing.

**Conclusion**
For more information on using the Ecommerce reports, check out the Google Analytics Help Center and the additional resources in this lesson.

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