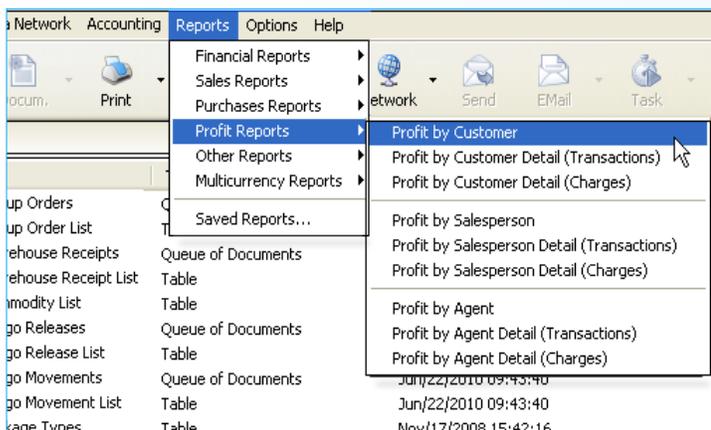


## Profit Reports: See Profits by Customer or other Entity

This how-to shows you one of our new features - Profit Reports. This is one of the most requested features from our customers, and we are excited to bring it to you in our newest software release.

With the new Profit Reports, you can find out how much each one of your customers is contributing to the overall profit of your company and more. Let's get started:

To create a report, click on the Reports menu and select Profit Reports:



On the sub-menu, select the type of profit report you want: Profit Report by Customer, by Salesperson, or by Agent. The first selection is a summary report. The other options include a detailed report of the transactions or a detailed report of the charges.

### Customize the Reports

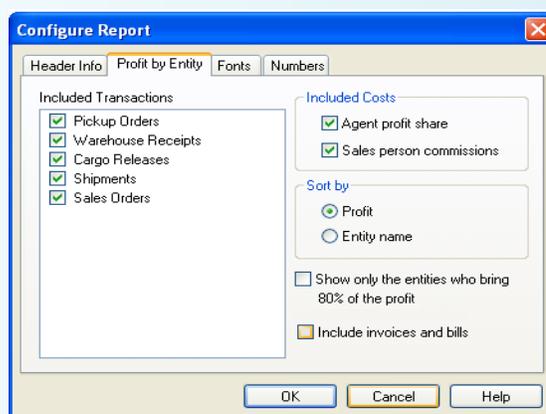
These new reports are designed to show you how much profit each customer or salesperson brings in and how much each agent generates.

To make the reports even more helpful, there are many configuration options to choose from:

- Customize the report title, subtitle, font size and color
- Include or exclude certain types of operations (for example, see your profits from storage by selecting to include only Warehouse Receipts)

- To consider (or not) agent profit sharing or salesperson commissions as expenses
- Run the report at the customer level, operations or charges level

Click the "Configure" button in the bottom toolbar to open the following dialog box:



- On the **Header Info** tab, edit the report title, subtitle, or dates as needed.

- On the **Profit by Entity** tab, select which transactions to include. They are all on by default. The Charges from the checked transactions are gathered together for the report.

Other options: Select which costs to include (agent profit share, sales persons commissions) or exclude. If the agent is part of your company but in another division, you can exclude their costs and see the profit. Uncheck the boxes to see the profit before these costs are taken out of the profit.

The report can sort by profit or by entity name. If your database is larger, you can set up the report to show only the entities that bring in 80% of the profit, the most active companies that bring in the larger percent of your profits.

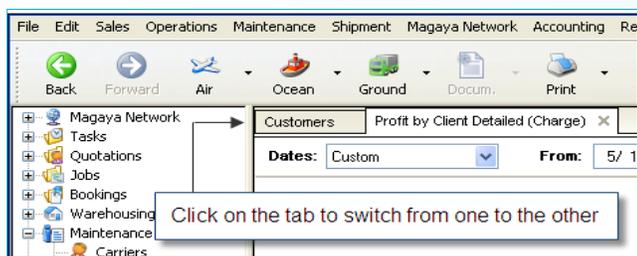
To include invoices and bills in the report, check the box. If not, the report will gather profits from operations transactions only. No invoices created manually will be included. Check the box to include invoices and bills.

- On the **Fonts** tab, select font type and properties.
- On the **Numbers** tab, select options to display numbers.

As for all reports, you can save them, filter them, choose the columns, or show different currencies.

### Viewing Reports

When you generate a report, it opens in a tab in your Magaya Explorer. You may notice another tab that opens automatically behind the report. Let's look at a quick example to see what's happening: When you generate a Customer report, two tabs open - the profit report and the Customer List.



The same function has been built in for the other Profit Reports: When you generate a report about the Agents, the list of Forwarding Agents appears in another tab. When you create a Salesperson profit report, the Salespersons List opens for you.

You can view the report and list by clicking on each tab so you can easily access related information.

### Customer Profit Reports

The Customer Profit Report allows you to know the margins that each customer is contributing to the overall profit of the company.

The report displayed here sorts the customers (also called Clients) according to profit amount. The customer who contributes the higher profits appears at the top of the list:

Customer	Expense	Income	Profit	Profit %	Cummulative %
Jamaica Distribution Center	13,387.30	15,563.34	2,176.04	41.54%	41.54%
Miami Distribution Center	3,127.01	5,122.32	1,995.31	38.09%	79.64%
Art Basel Gallery	0.00	675.00	675.00	12.89%	92.52%
Tropical Landscaping	371.25	1,003.93	632.68	12.08%	104.60%
Ed's Crane Service	102.00	160.00	58.00	1.11%	105.71%
Caribbean Airlines	0.00	25.00	25.00	0.48%	106.19%
Mexican Furniture Co.	0.00	0.00	0.00	0.00%	106.19%
Atlantic Surplus	230.50	214.50	-16.00	-0.31%	105.88%
Bogota Bike Shop	308.00	0.00	-308.00	-5.88%	100.00%
<b>Total</b>	<b>17,526.06</b>	<b>22,764.09</b>	<b>5,238.03</b>		

You can customize the sort order with the Configuration button.

Double-click on a Customer name, and the dialog box for their profile opens. Double-click on any number in the list to see the details; they will open in a new tab, preserving your first report and the list so you can see them all.

### Salesperson Profit Report

This report allows you to know the margins that each salesperson is contributing to the overall profit of the company. This screenshot shows the detailed view of the transactions for the salespeople. The other tabs here are the salesperson list and the summary profit report for the sales people.

Trans #	Sale Comm.	Other Expense	Income	Profit
Shipment HBCL113	1.32	925.94	1,168.00	240.74
Shipment 4545	0.00	1,200.00	6,275.00	5,075.00
Shipment HBCL116	11.16	1,000.00	2,206.00	1,194.04
Shipment	21.16	0.00	2,206.44	2,185.28
Shipment	21.16	0.00	2,206.44	2,185.28
Shipment	31.74	0.00	3,264.22	3,232.48
Shipment	11.16	1,000.00	2,206.44	1,195.28
Shipment	11.16	1,000.00	2,206.44	1,195.28
Shipment	11.16	1,000.00	2,206.00	1,194.84
Shipment HAWB128	0.00	1,968.29	2,359.85	391.56
Shipment HAWB127	0.00	1,968.29	2,369.85	401.56
Shipment HAWB126	0.00	1,968.29	2,359.85	391.56
Shipment HAWB125	0.00	3,938.58	4,747.85	811.27
Shipment HAWB122	-1,106.44	12,189.72	545.00	-10,538.27
Shipment HAWB123	58.62	0.00	22,685.84	22,627.22
Shipment HAWB124	0.00	0.00	120.00	120.00
Shipment HAWB130	0.00	2,478.00	3,204.56	726.56
Shipment HAWB131	0.00	1,238.99	1,624.76	385.77
Shipment 232323	0.00	100.00	335.00	235.00
Shipment HBCL118	11.16	1,000.00	2,206.44	1,195.28
Shipment HBCL117	11.16	1,000.00	2,206.44	1,195.28
<b>Total</b>	<b>53.93</b>	<b>254,294.54</b>	<b>193,266.99</b>	<b>-61,027.57</b>
<b>Total</b>	<b>53.93</b>	<b>331,787.81</b>	<b>496,368.23</b>	<b>158,598.49</b>

### Agent Profit Report

The Agent Profit Report allows you to know the margins that each forwarding agent is contributing to the overall profit of the company. We can see a summary, the details of the transactions, or the charges.

Charge	Agent Profit	Other Expenses	Income	Profit
Sam Houston				
Shipment 12-5647388				
Air Waybill fee			25.00	25.00
Air Freight Service			9,876.20	9,876.20
Agent profit share			0.00	-65.00
<b>Total</b>			<b>9,901.20</b>	<b>9,836.20</b>
Shipment HAWB132				

We hope you get great benefits from this new feature! Magaya software version 8.0 is coming soon.