

FOR MAGENTO 2



CUSTOMER DEMOGRAPHICS

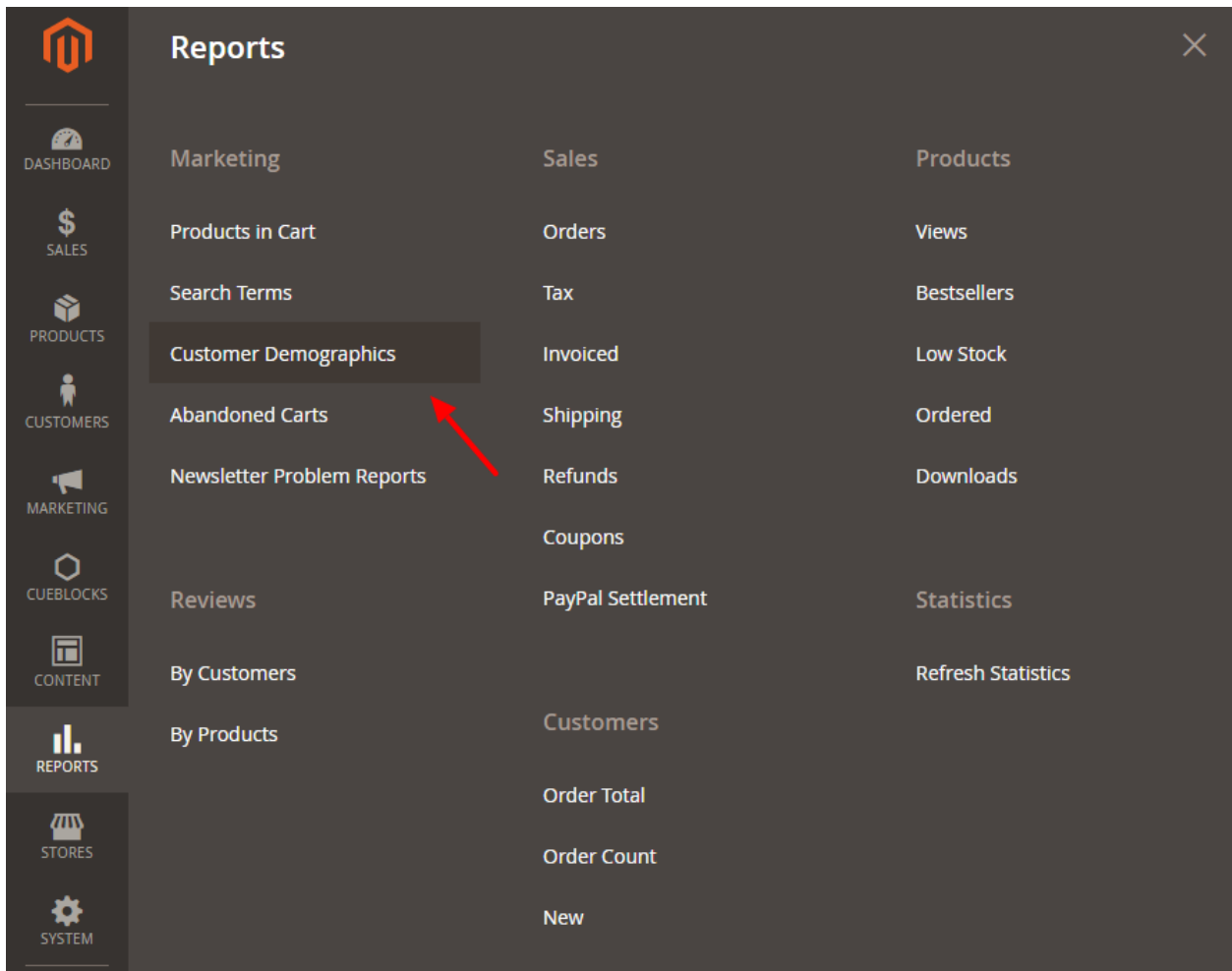


Customer Demographic Reporting - User Guide

How To Use the Customer Demographics Reporting Extension

Setup Extension Configuration

- Go to the “Magento Admin Panel” page, move your cursor to “Reports”, and click on the “Customer Demographics” option in the list



Customer Demographics Reporting extension provides 3 options to filter customer information -



For support and information contact us at magento@cueblocks.com

Date: To get information for a specific time period, select the date option

SKU: Search the product details by inserting SKU (stock keeping unit) in the filter

- To get information for more than one item, insert SKU numbers and separate them with a comma.

Category IDs: Search the product details by writing category ID in the filter.

- To get information for more than one category, insert IDs and separate them with a comma

The screenshot shows a report filter interface. At the top, there is a 'Store View' dropdown set to 'All Websites' and a 'Show Report' button. Below this is a 'Filter' section with the following options:

- Period: Day
- From: 01/1/2016
- To: 4/29/16
- Empty Rows: No
- SKU: WP01&28-Black, WSH12-31-Purple (with a note: 'Can be comma separated values.')
- Category Ids: (with a note: 'Can be comma separated values.')

At the bottom right of the filter section, there is an 'Export to:' dropdown set to 'CSV' and an 'Export' button. Below the filter section, it says '2 records found'.

Interval	Order #	SKU	Customer Name	Customer Email	Customer Age	Customer Gender
Apr 13, 2016	ORD-16041311	WP01&28-Black	Male	*****@*****.com		
	ORD-16041312	WP01&28-Black	Male	*****@*****.com		
Apr 14, 2016	ORD-16041415	WP01&28-Black	Male	*****@*****.com		

As shown in the screenshot above, the information on three demographic categories can be accessed using the aforementioned filters -

1. Customer Email
2. Customer Age
3. Customer Gender



In addition to the above categories, information is available for the following as well:

- Interval
- Order Number
- SKU
- Customer Name

Customer Demographics extension provides data that be useful in generating future customer-oriented and customer-relevant marketing campaigns.

Hope this user guide helps! Let us know if any other information is required or if you encounter any trouble while using the extension.

