



Analytics

PunchOut Documentation

Guide for Magento administrators, technical project owners, and implementation teams.

LAST UPDATED
2026-08-25

SOURCE
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EXTENSION
[Magento 2 Extension Punchout](#)

Analytics

Open **Punchout > Analytics** to review daily PunchOut activity. Access is controlled by the PunchOut Analytics permission.

From

To

Store View

Buyer Profile

Apply Filters

07/26/2026

08/25/2026

Default Store View

All Buyer Profiles

Sessions

156

Successful Cart Returns

127

Cart Return Success Rate

91,4%

Magento Orders

96

Average Cart Quantity

3,32

Last Successful Connection

Aug 24, 2026, 5:27:16 PM

Revenue and Cart Value

1 records found

Filters

Default View

Columns

Export

20 per page

1 of 1

Currency	Order Revenue	Transferred Cart Value
EUR	€16,233.35	€18,698.50

Buyer Performance

3 records found

Filters

Default View

Columns

Export

20 per page

1 of 1

Buyer ID	Protocol	Currency	Sessions	Cart Returns	Success Rate (%)	Orders	Revenue	Last Success
PUNCHOUT_SAMPLE_OCI	OCI	EUR	71	57	91.9	41	€7,438.75	Aug 24, 2026 5:14:15 PM
PUNCHOUT_SAMPLE_CXML	cXML	EUR	54	45	91.8	37	€5,980.05	Aug 24, 2026 5:27:16 PM
PUNCHOUT_SAMPLE_CXML_JIT	cXML	EUR	31	25	89.3	18	€2,814.55	Aug 19, 2026 4:18:55 PM

Top Transferred Products

9 records found

Filters

Default View

Columns

Export

20 per page

1 of 1

SKU	Product	Currency	Cart Returns	Quantity	Value
24-UG02	Pursuit Lumaflex Tone Band	EUR	4	7.0000	€112.00
24-UG03	Harmony Lumaflex Strength Band	EUR	6	10.0000	€170.00
24-UG01	Quest Lumaflex Band	EUR	10	16.0000	€304.00
24-UG04	Zing Jump Rope	EUR	8	14.0000	€308.00
24-MB04	Strive Shoulder Pack	EUR	7	11.0000	€352.00
24-UG05	Go-Get'Y Pushup Grips	EUR	14	21.0000	€399.00
24-MB01	Joust Duffle Bag	EUR	10	15.0000	€477.00
24-WB06	Driven Backpack	EUR	13	21.0000	€756.00
24-WB04	Push It Messenger Bag	EUR	14	22.0000	€990.00

The summary gives you a quick view of:

- sessions;
- successful cart returns and their success rate;
- Magento orders;
- the average returned-cart quantity;
- the most recent successful connection.

Filter the report

Use the date range, Store View and Buyer Profile fields at the top of the page, then select **Apply Filters**. The date fields use the locale of the Magento Admin user. Day boundaries and displayed timestamps use the selected Store View timezone.

The Buyer Profile field lists profiles that already have analytics data. Select **All Store**

Views to include both global and store-specific activity in the same report.

Read and export the grids

The page contains three Magento grids:

- **Revenue and Cart Value** groups Magento order revenue and transferred cart value by currency.
- **Buyer Performance** shows sessions, cart returns, success rate, orders, revenue and the last successful connection for each Buyer Profile.
- **Top Transferred Products** shows returned SKUs, quantities, values and cart-return counts.

Use **Filters** to narrow a grid by its columns, and select a column heading to change the sort order. The **Export** menu downloads the filtered result while preserving the date, Store View and Buyer Profile filters from the page.

Money values remain separated by currency. The report does not combine different currencies into one total.

Enable or disable collection

Open **Punchout > Configuration > Analytics** and set **Enable PunchOut Analytics** for the required scope. New installations enable collection by default. Disabling it stops new analytics records for that scope; it does not delete existing aggregates.

Analytics data is stored separately from the technical trace. Trace retention therefore has no effect on the report.