Best Google Analytics reports for e-commerce managers

From the main screen you see when you log into Google Analytics, you will see a column on the left side of the screen under "Reports". And the five report categories are:

>Realtime
>Audience
>Acquisition
>Behavior
>Conversions

Here's how to navigate to each of the four best reports:

Audience Overview: Audience>>Overview

E-commerce Overview: Conversions>>Ecommerce>>Overview

Channels Report*: Acquisition>>All Traffic>>Channels

Checkout Funnel Visualization**: Conversions>>Goals>>Funnel Visualization

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*The data in this report is generated when external links have been coded for tracking purposes. For example, if you send an email with a link to a product page on your site, that link must contain Google Analytics tracking codes. If the tracking codes are present when the user clicks the link, that's what sends data back to Google Analytics to be recorded in reports like this one. If you are not coding your external links, much of the data (such as for the email channel) will not show up.

**Please note that the Funnel Visualization is something that must be set up and configured as a "Goal" for your particular e-commerce site; it's possible that you will not have any data and that this will need to be configured.