

Subscription Statistics

This report, available from the Website Administration main menu, shows statistics on past subscription **orders**, or can be used to generate a projection of when your current **subscribers** will expire.

Order Statistics

By default, the **Orders** box next to the **View** option will be checked when you first load the report. This shows tallies of the subscription orders you've received to date, and can be sorted in various ways, detailed below.

Select Report Options:

Select the start date by month: 2008-03 View: Orders: Subscribers:

Select the end date by month: 2008-03 Summary by: Year: Month: Day:

Show: Type New/Renewal Length

Click Update to see changed made above: Update...

Click **Filter** to refresh the report after adjusting any of the options.

Start and end dates:

Two pull-down menus (“start date by month,” “end date by month”) allow you select a beginning and ending month for the report. By default, the report shows the largest range possible – earliest month to most recent. The rest of the controls allow you to filter (in other words, narrow down according to certain criteria) the data seen.

Note: To view data from only one month, select that month in both menus (as shown above).

Summary by:

Allows you to see data per year, month, or day. If you view the data by day, the report will not show days when no orders were made.

Show:

Controls how detailed the information you see is. All or none of the boxes can be checked (if none are checked, you will only be shown total number of orders).

- **Type** – Sorts data into Online Only, Print & Online, or Print Only columns.
- **New/Renewal** – Sorts data into New and Renewal columns.
- **Length** – Sorts data into columns according to length of subscription ordered.

Publisher	Month	Online Only	Print & Online	Print Only
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Use the green arrows to sort data in ascending (up arrow) or descending (down arrow) order.

Subscription Forecast

By selecting **Subscribers** next to the **View** option and clicking **Filter**, you can view the current number of subscribers and what the number of subscribers will be in subsequent months should no other orders be received, based on your current subscribers' expiration dates. Notice that certain options, such as selecting a range of dates, become unavailable when **Subscribers** is checked.

Select Report Options:	
Select the start date by month: <input type="text" value="2008-03"/>	View: Orders: <input type="radio"/> Subscribers: <input checked="" type="radio"/>
Select the end date by month: <input type="text" value="2008-03"/>	Summary by: Year: <input type="radio"/> Month: <input checked="" type="radio"/> Day: <input type="radio"/>
	Show: Type <input checked="" type="checkbox"/> New/Renewal <input type="checkbox"/> Length <input type="checkbox"/>
Click Update to see changed made above: <input type="button" value="Update..."/>	

Summary by:

Shows data by year, month or day.

Show:

Organizes by **type** of subscription (Print Only, Print & Online, Online Only), or uncheck to only show total subscriptions.

This report is useful to give perspective on current subscriber figures. You may currently have 2000 subscribers, but what if half of them expire next month? This report shows you this information in an easy to comprehend way and allows you to plan accordingly.