View Top / Least Customers

How to View Top / Least Customers in Muhasib ERP

Overview

The **Top / Least Customers Report** helps organizations analyze customer purchasing performance over a selected period. The report ranks customers based on either the quantity of items purchased or the profit generated from their purchases.

This report enables managers and decision-makers to identify valuable customers, recognize low-performing customers, evaluate customer groups, and make informed sales and marketing decisions.

> ℹ **Example**
> Generate a report showing the **Top 10 Customers** based on **Profit Wise** sales for the last three months to identify your most profitable customers.

Before You Begin

Before generating the Top / Least Customers Report, ensure the following requirements are met.

Requirement	Description
Permissions	You have permission to access Dashboard & BI reports.
Customer Transactions	Customer sales transactions have been recorded in Muhasib ERP.
Customer Records	Customer master records are available in the system.

> □□ **Tip**
> Use shorter reporting periods when analyzing current sales performance and longer periods

> for overall customer trends.

View Top / Least Customers Report

Step 1: Open the Dashboard & BI Module

Navigate to:

Dashboard & BI → Top / Least Customers

The **Top / Least Customers Report** window opens.

Step 2: Configure Report Filters

Select the required report criteria before generating the report.

Filter	Description
Filter by Customer	Search for a specific customer or leave blank to include all customers.
Date Range	Select the reporting period using the **From** and **To** dates.
Customer Group	Select a customer group or leave the default option to include all customers.
Sale Type	Choose **Sale** or **Temp Sale**.
Sort By	Select **Top** or **Least** customers.
Group By	Generate the report using **Quantity Wise** or **Profit Wise** analysis.
Top / Least Customers	Specify how many customers should appear in the report.

> **i Note**
> Multiple filters can be combined to generate highly specific customer performance reports.

Step 3: Generate the Report

Click the **Generate Report** button.

Muhasib ERP processes the selected filters and generates the customer performance report.

Result
The Top / Least Customers Report is displayed based on the selected criteria.

Step 4: Review Customer Performance

Review the generated report to analyze customer purchasing activity and profitability.

The report may include the following information:

- Customer Name
- Customer Contact
- Customer Since
- Items Sold
- Cost Total
- Sale Total
- Discount Total
- Tax Total
- Profit

Important
Customer rankings change automatically as new sales transactions are recorded within the selected reporting period.

Step 5: Print the Report

Click **Print Report** to print the currently displayed report.

The printed report contains the same customer ranking and performance data shown on the screen.

Result

Top / Least Customers Report Generated Successfully

- The report displays the highest or lowest performing customers based on the selected criteria.
- Customer performance can be analyzed by quantity purchased or profit generated.
- The report can be filtered by customer, customer group, date range, and sale type.
- The report helps identify valuable customers and customers requiring additional engagement.

- The report can be printed directly for management review.

Understanding the Report

The **Top / Least Customers Report** provides a detailed overview of customer purchasing performance within the selected reporting period.

Report Column	Description
Customer Name	Displays the customer's name.
Customer Contact	Shows the customer's registered contact number.
Customer Since	Displays the customer's registration date.
Items Sold	Shows the total quantity of items purchased.
Cost Total	Displays the total cost of sold items.
Sale Total	Displays the total sales value.
Discount Total	Shows the total discount provided.
Tax Total	Displays the total tax amount.
Profit	Shows the total profit earned from the customer.

> **ℹ Note**
> The report structure remains the same regardless of whether it is generated using **Quantity Wise** or **Profit Wise** analysis.

Best Practices

- Generate reports regularly to monitor customer purchasing trends.
- Compare Top and Least Customers over different time periods.
- Use Profit Wise analysis to identify your most profitable customers.
- Use Quantity Wise analysis to identify customers with the highest purchase volume.
- Filter by Customer Group when evaluating specific customer segments.
- Print reports for business meetings and performance reviews.

Frequently Asked Questions

Can I generate only the Top Customers?

Yes. Select **Top** from the **Sort By** option before generating the report.

Can I generate the Least Customers report?

Yes. Select **Least** from the **Sort By** option.

Can I filter the report by Customer Group?

Yes. Select the required customer group before generating the report.

Can I search for a specific customer?

Yes. Enter the customer's name in the **Filter by Customer** field.

What is the difference between Quantity Wise and Profit Wise?

Quantity Wise ranks customers by the quantity of items purchased, while **Profit Wise** ranks customers according to the profit generated from their purchases.

Can I print the report?

Yes. Click **Print Report** to print the generated report.

Related Articles

- View Master Dashboard
- View Company Dashboard
- View Top / Least Sold Items
- View Top / Least Suppliers
- View Detailed Item Forecast Report

Next Step

Continue by learning how to **View Top / Least Suppliers** to evaluate supplier purchasing and procurement performance.

Product: Muhasib ERP

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