Your Square reporting guide

Square · Built with Datapipe

Start with the overview. Follow the location, item or hour behind a change.

Explore the report

01 Overview
Net sales, transactions, average sale and items per sale at a glance, by location.

02 Payments and returns
Payment methods, tips, discounts and returns.

03 Items
Every item and variation with quantity sold and net sales.

04 Busiest times
Transactions by hour and by day of the week.

Use your own data

1 Add Square in Datapipe.
Sign in with Square. Every location in the account is included.

2 Choose this template in Reports.
Datapipe reads your completed sales and fills the pages.

3 Open your Data Studio copy.
Datapipe keeps the numbers up to date.

Read the numbers correctly

Net sales are item sales minus discounts and returns, before tax and tips. Average sale is net sales divided by transactions, and items per sale is items sold divided by transactions.

Rates use totals, not averages of each location’s figures. Only completed sales count; gift card sales are left out, and returns are dated by the day they were made.

Days and hours follow each location’s time zone and end yesterday. Use the date control to compare complete periods.

Sample data · A two-location coffee shop’s Square account, 16 August–13 November 2026

Square sales overview

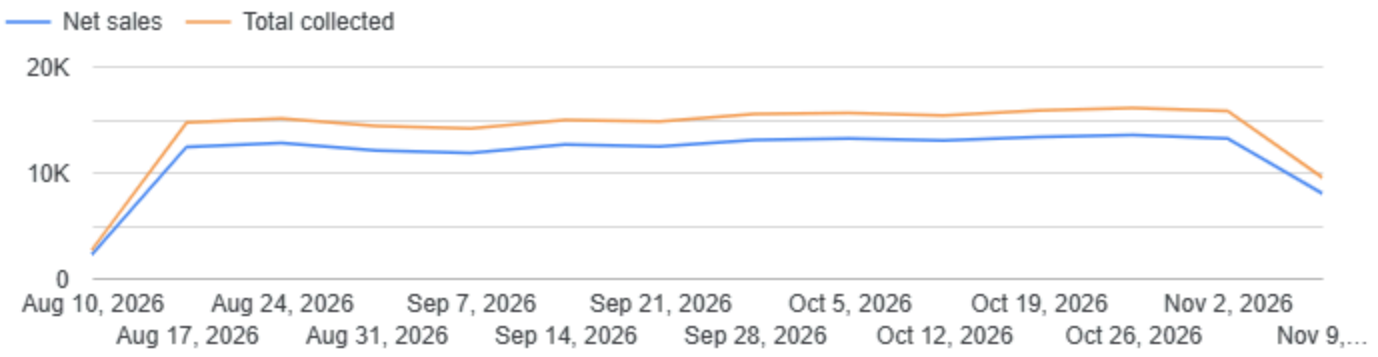
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Location

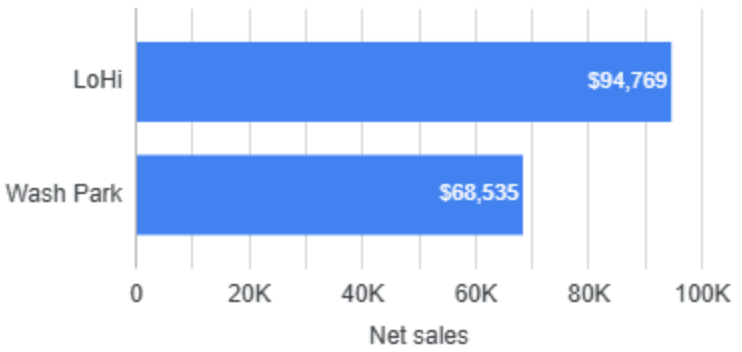
Aug 16, 2026 - Nov 13, 2026

Net sales $163,304 6.1% from previous 90 days	Transactions 17,005 6.5% from previous 90 days	Average sale $9.60 -0.4% from previous 90 days	Items per sale 1.69 -0.1% from previous 90 days
Gross sales $165,743 6.2% from previous 90 days	Discounts $2,145 29.2% from previous 90 days	Tips $16,240 5.7% from previous 90 days	Total collected $193,937 6.0% from previous 90 days

Net sales and total collected by week



Net sales by location



Locations and channels

	Location	Channel	Net sales ▾	Transactions	Items per sale	Average sale	Tips	Total collected
1.	LoHi	Square Point of Sale	$83,592	8,668	1.69	$9.64	$9,016	$99,976
2.	Wash Park	Square Point of Sale	$59,573	6,187	1.69	$9.63	$6,457	$71,281
3.	LoHi	Square Online	$11,177	1,195	1.66	$9.35	$421	$12,583
4.	Wash Park	Square Online	$8,962	955	1.66	$9.38	$346	$10,098

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Net sales are item sales minus discounts and returns, before tax and tips; gift card sales are left out. Average sale is net sales ÷ transactions and items per sale is items sold ÷ transactions, both from totals. Total collected adds tax and tips. Days follow each location's time zone and end yesterday. Comparisons use equal periods.

Payments and returns

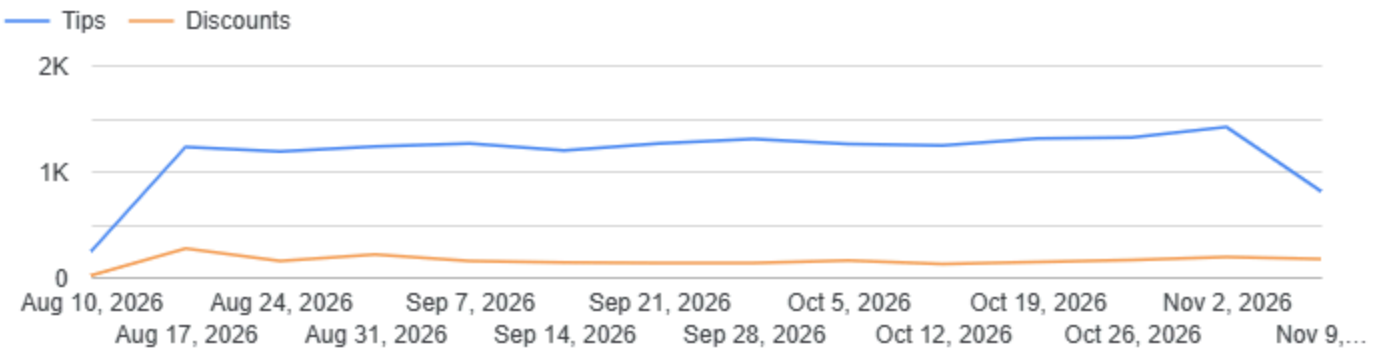
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Location | Channel | Aug 16, 2026 - Nov 13, 2026

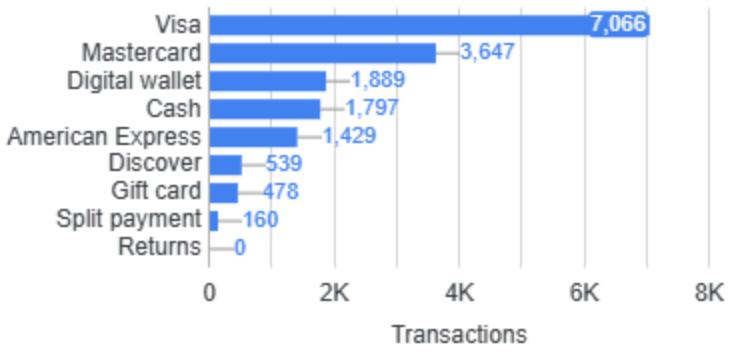
Transactions	Net sales	Tips	Tips % of net sales
17,005	$163,304	$16,240	9.9%
↑ 6.5% from previous 90 days	↑ 6.1% from previous 90 days	↑ 5.7% from previous 90 days	↓ -0.4% from previous 90 days

Discounts	Discount rate	Returns	Tax
$2,145	1.29%	$294	$14,393
↑ 29.2% from previous 90 days	↑ 21.6% from previous 90 days	↓ -30.4% from previous 90 days	↑ 6.1% from previous 90 days

Tips and discounts by week



Transactions by payment method



Payment methods

	Payment method	Net sales ▾	Tips	Discounts	Transactions	Tips % of net sales	Average sale
1.	Visa	$67,575	$7,363	$851	7,066	10.9%	$9.56
2.	Mastercard	$35,469	$4,037	$440	3,647	11.4%	$9.73
3.	Digital wallet	$18,550	$2,035	$287	1,889	11.0%	$9.82
4.	Cash	$17,139	$0	$229	1,797	0.0%	$9.54
5.	American Express	$13,648	$1,583	$134	1,429	11.6%	$9.55
6.	Discover	$5,018	$503	$105	539	10.0%	$9.31
7.	Gift card	$4,647	$527	$84	478	11.3%	$9.72
8.	Split payment	$1,554	$191	$15	160	12.3%	$9.71
9.	Returns	$-294	$0	$0	0	0.0%	-

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Payment method is the card brand for card payments, or cash, digital wallet or gift card; an order paid two ways is a split payment. Returns are dated by the day the return was made. Tips % is tips ÷ net sales, from totals. Pick a location or channel at the top.

Items

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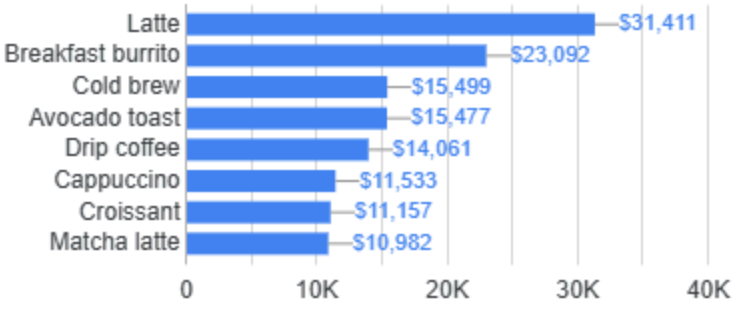
Location | Item | Aug 16, 2026 - Nov 13, 2026

Quantity sold	Item net sales	Average item price	Item discounts
28,663	$163,598	$5.71	$2,145

Items sold by week



Net sales by item



Items

	Item	Variation	Quantity sold	Item gross sales ▾	Item discounts	Item net sales	Average item price
1.	Breakfast burrito	Regular	2,356	$23,442	$350	$23,092	$9.80
2.	Latte	Small	3,220	$16,905	$209	$16,696	$5.19
3.	Avocado toast	Regular	1,493	$15,677	$200	$15,477	$10.37
4.	Latte	Large	2,490	$14,940	$225	$14,715	$5.91
5.	Cappuccino	Regular	2,360	$11,682	$149	$11,533	$4.89
6.	Croissant	Regular	2,656	$11,288	$131	$11,157	$4.20
7.	Whole bean coffee 12 oz	Regular	537	$9,666	$173	$9,493	$17.68
8.	Cold brew	Small	1,767	$8,393	$91	$8,303	$4.70
9.	Morning bun	Regular	1,676	$7,542	$102	$7,440	$4.44
10.	Drip coffee	Small	2,289	$7,439	$104	$7,335	$3.20

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Items show what sold before returns, so item net sales can be a little higher than net sales on the Overview. Gift cards are left out. Average item price is item net sales ÷ quantity sold. Pick a location or item at the top.

Busiest times

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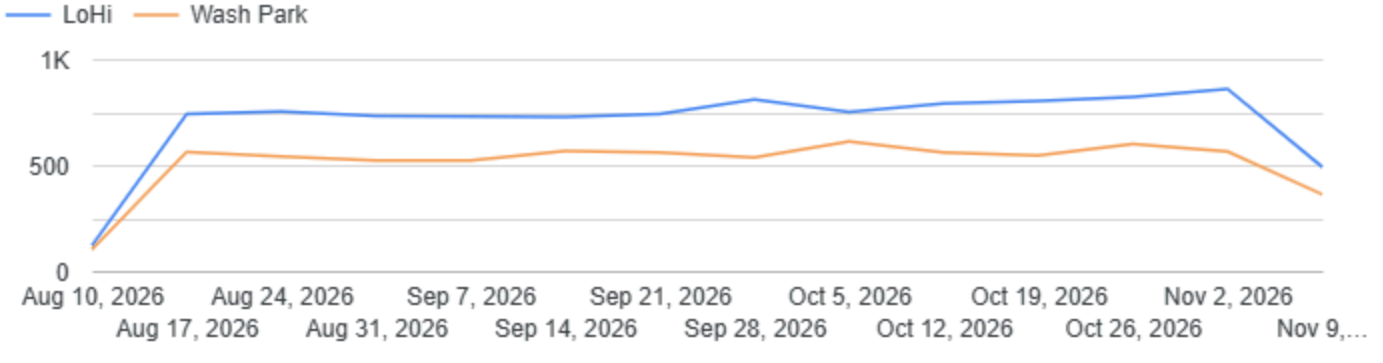
Location

Aug 16, 2026 - Nov 13, 2026

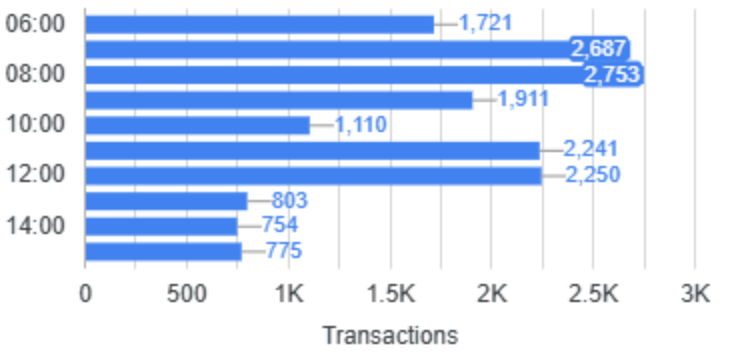
Transactions
17,005
6.5% from previous 90 days

Average sale
$9.60
-0.4% from previous 90 days

Transactions by location, by week



Transactions by hour of day



By day of week

	Day of week ▲	Transactions	Items per sale	Net sales	Average sale
1.	Sunday	2,943	1.68	$28,446	$9.67
2.	Monday	2,091	1.68	$19,899	$9.52
3.	Tuesday	2,358	1.70	$22,925	$9.72
4.	Wednesday	2,252	1.66	$21,248	$9.43
5.	Thursday	2,377	1.68	$22,931	$9.65
6.	Friday	2,298	1.69	$21,988	$9.57
7.	Saturday	2,686	1.69	$25,867	$9.63

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Days and hours follow each location's time zone, by the time each sale closed. Use this page to plan staffing and prep: compare transactions by hour and average sale by day. Pick a location at the top.