



DynamicView Metric Glossary

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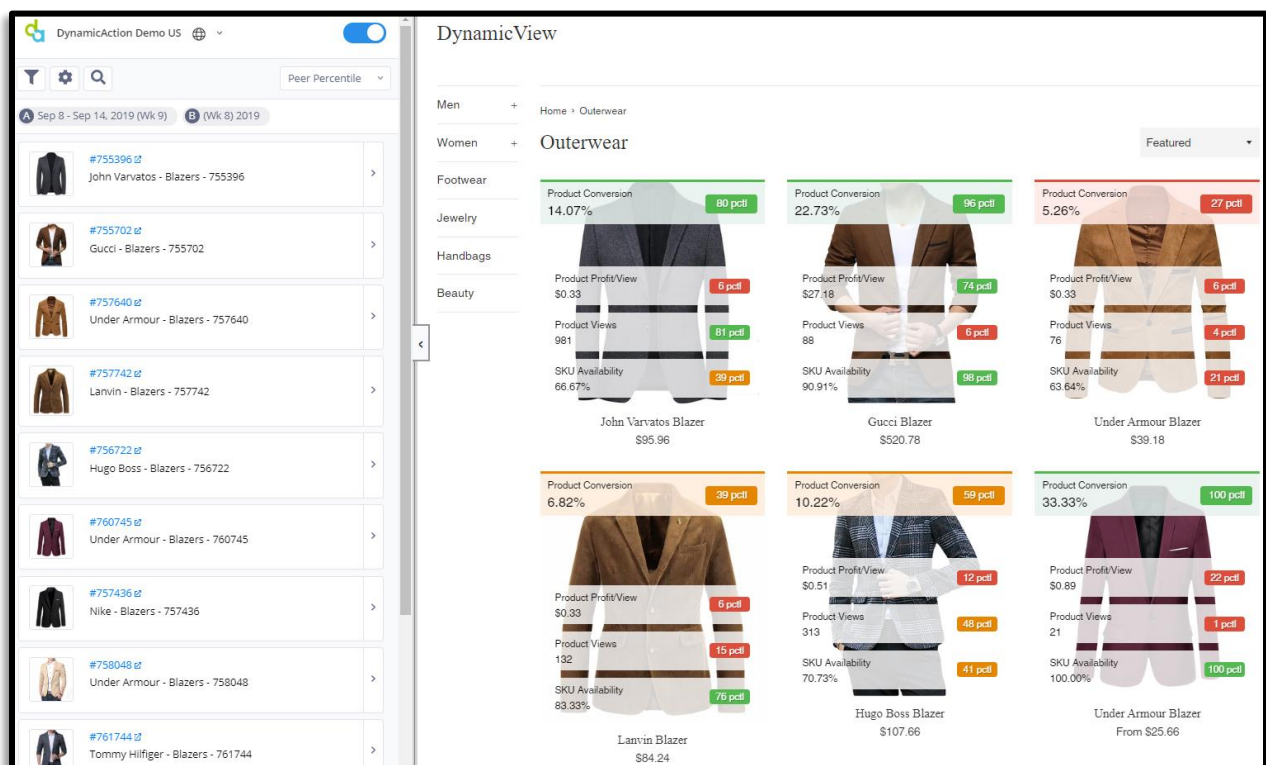
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Introduction

DynamicView is a Google Chrome extension that places key merchandising metrics and insights directly on your eCommerce site(s). DynamicView is incredibly intuitive, delivering rich retail analytics within the immediate context of your product detail, category grid, search results and other site pages. It provides deeper merchandising performance insight that is easily leveraged by any discipline in your retail organization.

DynamicView is a web browser extension (software application) used to customize pages loaded in a web browser. When installed, authenticated and enabled, DynamicView identifies Product IDs included on supported web sites/pages, pull corresponding metric values, action candidates, and other analytic insights from the DynamicAction platform and present them on top of corresponding product images and in a sidebar frame.



Screenshot: DynamicView: Metric Overlay

DynamicView provides traditional retail metrics (e.g., Sales, Product Views, Conversion Rate, etc.) as well as unique DynamicAction 'moneyball' metrics (e.g., Product Profit/View, Demand Availability, Stock Cover (4 weeks), etc.) that easily identify strong vs. weak performing items across numerous retail objectives.

For complete information on system requirements, supported features and functionality, and other solution documentation, please refer to the DynamicView User Guide.

DynamicView Metrics

The table below provides an alphabetized list of all DynamicView supported metrics. Please note that some metrics may not be available if the requisite data required to compute them are not included in your organization's implementation. For example, if product returns data is not provided for the DynamicView implementation, all derivative metrics referencing returns can't be calculated and hence will not be available.

Additionally, not all metrics support percentile calculations. The ones that do support percentile (both Peer and Overall Percentile) are highlighted in green.

Name	Definition
% Not on Site Products	The percentage of active Product IDs yet to be published to the site and/or made available in stores.
Abandonment Rate	Items abandoned (carted, but not ordered) divided by items added to cart during the analysis period. Abandoned Items / Units Added to Cart [Web Only Data]
Affiliate Externally Sourced Product Views	The number of entry views of a product directly referred from an Affiliate marketing source. [Web Only Data]
Affiliate Product Views	The number of views of a product within a session directly referred from an Affiliate marketing source. [Web Only Data]
Available SKUs	Used for calculating SKU Availability, the count of in-stock SKUs as well as non-stockable SKUs (e.g. digital items, gift cards, or in some cases vendor ship items).
Available to Sell Inventory Value	The total cost value (not retail price) of all stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Unit Cost
Available to Sell Inventory Value/Stock Unit	The average cost (not retail price) of stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Inventory Value divided by Stock Units.
Available to Sell Inventory Value (Full Price)	The full price value of all stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Full Price
Available to Sell Inventory Value (Retail)	The retail value of all stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Current Price

Available to Sell Stock Units	The number of stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites.
Available to Sell Units on Order	The number of stock units on order as of the analysis period for a given product. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. These stock units have been ordered for that shared pool.
Average Competitor Price	The average list price for a given product or group of products across in stock competitors, as reported in the Price Comparison data file.
Average Days on Site	The average number of days between site publish date (or store release date) and the last day of the reporting period for a product or set of products.
Average High Competitor Price	The highest price listed for in-stock competitors for a given product (or the average of those for a group of products), as reported in the Price Comparison data file.
Average Low Competitor Price	The lowest price listed for in-stock competitors for a given product (or the average of those for a group of products), as reported in the Price Comparison data file.
Average Margin	The margin (Inventory Feed Price – Cost Price as of the end of the analysis period) averaged across all SKUs for a given product or group of products.
Average Margin %	The margin % (Margin / Current Price, where margin is the Inventory Feed Price – Cost Price as of the end of the analysis period) averaged across all SKUs for a given product or group of products.
Average Offline Price	The average price of the product as of the end of the analysis period as sold in offline channels (e.g. stores).
Average Offline Price Diff %	The average percent difference in product prices when comparing online prices to offline prices as of the end of the analysis period. This calculation will vary by channel context. For example, Web is (Offline Price – Current Price) / Current Price, Store is (Current Price – Average Online Price) / Average Online Price. Omnichannel is the difference between the online and offline channel values.
Average Placed Shippable Selling Price	The average price (net of price discounts and promotion cost) at which shippable (not declined or cancelled) units were sold during the analysis period. Placed Shippable Order Value divided by Placed Shippable Units Sold.

Average Product Cost	The average of unit cost of SKUs for active products as reported in the Inventory feed. Note that SKUs with null costs are not included – if the cost is blank it is not averaged. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order or waitlist), product views, or product impressions in the last 7 days; or it has stock units or units still on backorder, pre-order, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Average Review Count	The average count of user reviews placed for active product as of the analysis period. (Sum of Review Counts) divided by (Number of Active Products).
Average Review Rating	The average customer review rating as of the analysis period excluding non-rated products. (Sum of Review Ratings) divided by (Products with 1 or more rating).
Average Selling Price	The average price (net of price discounts and promotion cost) at which units were sold during the analysis period. Placed Order Value divided by Units Sold.
Backorder Units	A count of the total number of units that are marked as backordered in inventory as of the end of the analysis period. (Total backorder inventory, includes orders placed in previous periods.)
Backorder Units Sold	A count of units sold as backordered in the analysis period according to order data.
Bounce Rate	The percentage of one page visits in the analysis period per total visits in the analysis period. In the case of product categories or other summaries, the calculation remains the same: the sum of all one page visits divided by total of all visits. [Web Only Data]
Browse Internal Sourced Views	The number of product views during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.).
BOPIS Placed Order Value	The total amount of placed order value in which the order was placed online for pick-up in store.
BOPIS Placed Order Value %	The share of placed order value in which the order was placed online for pick-up in store. BOPIS Placed Order Value divided by Placed Order Value
BOPIS Units Sold	The total number of units sold (quantity) during the analysis period in which the order was placed online for pick-up in store.
BORIS Placed Order Value	The value of orders originally purchased online that were returned to the store.
BORIS Placed Order Value %	The share of returned order value originally purchased online that were returned to the store. BORIS Returned Order Value / Returned Order Value

BORIS Units Sold	The count of units returned to the store that were originally purchased online.
Browse Sourced Views/Product	The average number of product views per product during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.). Browse Sourced Product Views divided by Unique Count of Product IDs.
Cancellation Rate	The percentage of orders placed that were cancelled during the analysis period. Cancelled Orders divided by Orders. [Combined Direct Purchases]
Cancellation Rate (last 4 weeks)	The percentage of orders placed that were cancelled during the last 4 weeks including the analysis period. Cancelled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancellation Rate (Customer Initiated) (last 4 weeks)	The percentage of orders placed that were cancelled by a customer during the last 4 weeks including the analysis period. Customer Cancelled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancellation Rate (Warehouse Initiated) (last 4 weeks)	The percentage of orders placed that were cancelled by the warehouse during the last 4 weeks including the analysis period. Warehouse Cancelled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancelled Order Value	The value of placed orders that were cancelled (either customer or warehouse initiated) during the analysis period. [Combined Direct Purchases]
Cancelled Order Value %	The value of placed orders that were cancelled (either customer or warehouse initiated) divided by the total value of placed orders during the analysis period. [Combined Direct Purchases]
Cancelled Units	The number of items (units) that were cancelled during the analysis period. [Combined Direct Purchases]
Cancelled Units (last 4 weeks)	The number of items (units) that were cancelled during the last 4 weeks including the analysis period. [Combined Direct Purchases]
Click-Thru Rate	Clicks divided by Impressions during the analysis period.
Competitive Price Ratio	The percent difference between the current price and the average competitor price as of the end of the analysis period. $(\text{Current Price} - \text{Average Competitor Price}) / \text{Current Price}$
Cost of Goods Sold	The cost of products ordered/sold during the analysis period. Also referred to as Ordered Product Cost. Where available, the product cost is sourced from the Order Lines feed. Otherwise, the most recent unit cost information from inventory is used. Item cost at the time of the order times Units Sold.
CSE Externally Sourced Product Views	The number of entry views of a product directly referred from a Comparison Shopping Engine marketing source. [Web Only Data]

CSE Sourced Product Views	The number of views of a product within a session directly referred from a Comparison Shopping Engine marketing source. [Web Only Data]
Current Price	The price for an item as currently listed online for sale as of the end of the analysis period.
Customer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated to orders placed during the analysis period by New and Existing Customers. Note: Customer Profit is also known as Operating Profit
Customer Profit %	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated to orders placed during the analysis period by New and Existing Customers as a percentage of Placed Order Value during the analysis period.
Customer Profit/Retailing Revenue	Customer Profit (Product Profit + Shipping Profit – Other Offer Costs) divided by Retailing Revenue (Placed Order Value + Shipping Revenue) during the analysis period.
Customer Profit/View	Online Customer Profit divided by Product Views during the analysis period.
Days On Site	The number of days between site publish date (or store release date) and the last day of the reporting period for a product or set of products.
Declined & Pending Order Value	The value of placed orders that were declined (e.g. payment type issue) or pending (e.g. waiting fraud check) during the analysis period. [Combined Direct Purchases]
Demand Availability (last 1 week)	Demand Availability demonstrates how well you keep top-selling SKUs in stock. Use this metric with Views Availability and SKU availability to get a well-rounded view of customers' availability experience and needs. The ratio of in-stock product demand to total sales, where in-stock product demand is the total sales in the last week for SKUs that are still in stock at the end of the analysis period. 60% demand availability means that 60% of placed order value over the past week was for SKUs that are in stock (one or more units of stock) as of the end of the period.
Demand Availability (last 4 weeks)	Demand Availability demonstrates how well you keep top-selling SKUs in stock. Use this metric with Views Availability and SKU availability to get a well-rounded view of customers' availability experience and needs. The ratio of in-stock product demand to total sales, where in-stock product demand is the total sales in the last four weeks for SKUs that are still in stock at the end of the analysis period. 60% demand availability means that 60% of placed order value over the past four weeks was for SKUs that are in stock (one or more units of stock) as of the end of the period.
Display Externally Sourced Product Views	The number of entry views of a product directly referred from a Display Advertising marketing source. [Web Only Data]
Display Product Views	The number of views of a product within a session directly referred from a Display Advertising marketing source. [Web Only Data]

Email Externally Sourced Product Views	The number of entry views of a product directly referred from an Email marketing source. [Web Only Data]
Email Product Views	The number of views of a product within a session directly referred from an Email marketing source. [Web Only Data]
Entry Rate	The percentage of visits initiating on a page compared to all views of the page. Entry Page Views divided by Page Views to the Page. [Web Only Data]
Existing Customer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by Existing (non-New) Customers.
Existing Customer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by Existing (non-New) Customers as a percentage of total Placed Order Value in the period.
Existing Customer Units Sold	The total number of product units sold (web + non-web direct if applicable) during the analysis period to Existing (non-New) Customers.
Existing Customer Units Sold %	The total number of product units sold (web + non-we direct if applicable) during the analysis period to Existing (non-New) Customers as a percentage of total Units Sold in the period.
Exit Page Views	The number of times the page was the last page viewed in a visitor's visit. [Web Only Data]
Exit Rate	The percentage of visits ending on a page compared to all visits to the page. Exit Page Views divided by Visits to the Page. [Web Only Data]
External Units Sold	Units Sold associated with external orders. External orders are orders that are not reported in DynamicAction but that affect sales velocity used to calculate Stock Cover (in order words, orders that deplete inventory but aren't part of the sales reported in DynamicAction).
External Sourced Views/Product	The average number of entry product views per product listed on the site during the analysis period directly sourced (direct referral link) from a page external to the site (e.g. paid marketing, emails, social media, etc.). External Sourced Product Views divided by Unique Count of On Site Product IDs. [Web Only Data]
Externally Sourced Product Views	The number of entry product views (page views that have a product view associated) directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period. Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Free Sample Units Sold	The total number of product units included in orders as a free sample (web + non-web direct if applicable) during the analysis period. Online Units Sold + Non-Web Direct Units Sold.

Fulfilled Units	The number of units purchased and handed off to the customer either in person or via shipment. Store Units Sold + Units Shipped
Fulfilled Units (Last 4 Weeks)	The number of units purchased and handed off to the customer either in person or via shipment over the last four weeks including the analysis period. Store Units Sold + Units Shipped
Full Price	The original full price for an item prior to markdowns. In the case of product sets, the full price of a full set. (Assumed to include VAT where applicable for EU clients)
Full Price Order Value	The theoretical value of placed orders if no promotions or markdowns were to have been applied. Full Price * Units Sold
Home Changing Room Returned Units (last 4 weeks)	The total number of product units returned during the last 4 weeks including the analysis period that were part of an order that had multiple SKUs of the same product.
Inferred Stock Units %	This is the share of stock units expected to be available to the site, assuming optimal inventory sharing. (Stock Units / Available to Sell Stock Units)
Impressions	The number of times that an object (e.g. marketing campaign, product, promotion, etc.) was viewed during the analysis period.
Internal Sourced Views/Product	The average number of product views per product listed on the site during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.) or via direct load/bookmark. Internal Sourced Product Views divided by Unique Count of On Site Product IDs. [Web Only Data]
Internally Sourced Product Views	The total number of product views (based on page views that have a product view associated) during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.). Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Inventory Value	The total cost value (not retail price) of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Unit Cost
Inventory Value (Full Price)	The full price value of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Full Price
Inventory Value/Stock Unit	The average cost (not retail price) of stock units as of the end of the analysis period. Inventory Value divided by Stock Units.

Inventory Value (Retail)	The retail value of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Current Price
Items Added to Cart	The count of items of a given product added to the cart. [Web Only Data]
Items Added/Product View	The count of items of a given product added to the cart divided by the number of views for the product. [Web Only Data]
Lifetime Units Sold	The cumulative number of units sold by the customer through the end of the analysis period.
Markdown Discount %	Price markdown value's share of full price value. Price Markdown Value / Full Price Order Value
Marketing Cost	Total spend associated with marketing activities in the analysis period as collected from your marketing vendor feeds. Note negative marketing costs are considered refunded and not included here.
Marketing Cost/Unit	Total spend associated with marketing activities in the analysis period divided by the number of units sold in the analysis period. Marketing Cost divided by Units Sold.
Marketing Cost/View	Total spend associated with marketing activities in the analysis period divided by the number of product detail page views in the analysis period. Marketing Cost divided by Product Views. [Web Only Data]
Net Units Sold	The number of product units shipped less the number of units returned. Shipped Units – Returned Units
New Customer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who had never purchased previously.
New Customer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who had never purchased previously as a percentage of total Placed Order Value in the period.
New Customer Units Sold	The total number of product units sold (web + non-we direct if applicable) during the analysis period to customers who had never purchased previously.
New Customer Units Sold %	The total number of product units sold (web + non-we direct if applicable) during the analysis period to customers who had never purchased previously as a percentage of total Units Sold in the period.
Non-Web Direct Placed Order Value	The value of the orders placed through a direct sales channel other than your web site (e.g. Store, Call Center, Amazon, etc.) during the analysis period.

Non-Web Direct Units Sold	A count of the quantity of units sold at the time of order placement through a direct sales channel other than your web site (e.g. Store, Call Center, Amazon, etc.) during the analysis period.
Number of SKUs	A count of the total number SKUs associated with active Product IDs. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order or waitlist), product views, or product impressions in the last 7 days; or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
On-Site Products	The count of Product IDs published to the site as of the end of the analysis period.
Online Average Selling Price	For products sold on the web, the average gross revenue (placed order value) per order during the analysis period. Placed Order Value (net of price discounts) divided by Units Sold.
Online Customer Profit	For products that sold on the web, the amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated to orders placed during the analysis period by New and Existing Customers. Note: Customer Profit is also known as Operating Profit.
Online Placed Order Value	The total value of online orders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the analysis period. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).
Online Product Profit	For products sold on the web, the product profit associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for shipping costs, marketing costs, other offer costs, etc. (Product Selling Price – Ordered Product Cost) * Units Sold
Online Units Sold	The total number of product units sold online during the analysis period.
Other Internal Sourced Views	The number of product views during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). [Web Only Data]
Other Internal Views/Product	The average number of product views per product during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). Other Internal Sourced Product Views divided by Unique Count of Product IDs. [Web Only Data]

Overstocked Inventory Value	Amount of inventory cost value (not retail price) in excess of the amount that would exist if the product were at the 70th percentile of stock cover.
Page Views	A count of the number of times your web pages were viewed during the analysis period as tracked by your web analytics software. [Web Only Data]
Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU Clients) placed during the analysis period. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).
Placed Order Value/View	The average value of all orders placed during the analysis period per product view.
Placed Order Value No VAT	The total value of orders (excluding shipping charges and tax, and excluding VAT if applicable to EU Clients) placed during the analysis period. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).
Placed Shippable Order Value	The value of orders placed in the analysis period that the warehouse is intended to ship (not cancelled or declined in the analysis period). Placed Order Value – Declined & Pending Order Value – Cancelled Order Value.
Placed Shippable Units Sold	The units that were sold during the analysis period that the warehouse is intended to ship (not cancelled or declined in the analysis period). Units Sold – Declined & Pending Units – Cancelled Units
PPC Externally Sourced Product Views	The number of entry views of a product directly referred from a Pay-Per-Click (Paid Search) Advertising marketing source. [Web Only Data]
PPC Product Views	The number of views of a product within a session directly referred from a Pay-Per-Click (Paid Search) Advertising marketing source. [Web Only Data]
Pre-Order Units	A count of the total number of units that are marked as pre-ordered in inventory as of the end of the analysis period. (Total pre-order inventory, includes orders placed in previous periods.)
Pre-Order Units Sold	A count of units sold as pre-orders in the analysis period according to order data.
Price Markdown %	The percentage markdown, without regard to sales as of the end of the analysis period. $1 - (\text{Current Price} / \text{Full Price})$
Price Markdown Value	The value of price markdowns on placed orders during the analysis period. Full Price – (Selling Price + Product Promotion Cost), with a forced minimum value of zero.

Product Conversion	The average units sold per product detail page view during the analysis period. In the case of product sets, the calculation uses units sold for all products in the set divided by product views (which includes set views). Units Sold divided by Product View. [Web Only Data]
Product Profit	The product profit associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. Product Profit excludes VAT, where applicable. (Product Selling Price – Ordered Product Cost) * Units Sold.
Product Profit %	The product margin percentage associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. (Product Selling Price – Ordered Product Cost) * Units Sold divided by (Placed Order Value No VAT).
Product Profit/Unit	The average product profit per unit sold during the analysis period. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. (Revenue – Cost) divided by Units Sold
Product Profit/View	Product Profit divided by Product Views during the analysis period. [Web Only Data]
Product Profit Return on Capital	A measure of the efficiency of capital invested in inventory calculated as Product Profit during the analysis period divided by Inventory Value as of the end of the analysis period. Product Profit divided by Inventory Value
Product Promotion Cost	For promotions classified as “Product”, the cost incurred as a result of promotional offers (e.g. Buy 1, Get 1 Free; 10% off, etc.) during the analysis period determined by the promotion codes applied at checkout. A promotion that reduces the price paid for a product is a “Product” promotion.
Product Promotion Cost/Unit	The average Product promotion cost (costs incurred by offering promotions classified as “Product”) per unit sold during the analysis period. A promotion that reduces the price paid for a product is a “Product” promotion. Product Promotion Cost divided by Units Sold.
Product Views	The total number of times a product detail page was viewed during the analysis period. Note: Internally Sourced Product Views + Externally Sourced Product Views do not equal Product Views because direct load/bookmark referred pages are considered neither Internally nor Externally sourced. Note that for product sets, product views includes set views as well as views for each product in the set. [Web Only Data]
Product Views (last 4 weeks)	The total number of times a product detail page was viewed during the last 4 weeks (including the analysis period). [Web Only Data]

Product Views/Product	The average number of views of a product detail page per product (a unique Product ID) during the analysis period. Product Views divided by Count of Product IDs. [Web Only Data]
Product Views/Stock Unit	The average number of product views during the analysis period per stock unit as of the end of the analysis period. Total Product Detail Page Views divided by Stock Units. [Web Only Data]
Product Views/Units Sold	The average number of product views per unit sold during the analysis period. Total Product Detail Page Views. Product Views divided by Total Units Sold. [Web Only Data]
Products	A measure of product range. Products is a count of the total number of active unique Product IDs as of the end of the analysis period. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order or waitlist), product views, or product impressions in the last 7 days; or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Products With Competitor Price	The count of products with a non-zero value for Average Competitor Price as of the end of the analysis period.
Promotion Cost	The cost incurred as a result of all promotional offers (e.g. 10% off, Free Shipping, Free Sample, etc.) during the analysis period determined by the promotion codes applied at checkout. Promo Cost includes all promotion classes: Product, Shipping, and Other
Promotion Cost/Unit	The average promotion cost (costs incurred by offering promotions) per unit sold during the analysis period. Promotion Cost divided by Units Sold.
Promo Cost %	The ratio of promotion-related costs to placed order value (excluding VAT) for a given product.
Promo Discount %	Product promotion value's share of full price value. Product Promo Cost / Full Price Order Value
Rating Count	A count of the number of user ratings given for the product as of the analysis period.
Reactivated Customer Placed Order Value	The amount of placed order value (value of orders including VAT if applicable to Client but excluding shipping charges) associated to orders placed during the analysis period by Lapsed Customers who purchased again. (Formerly "Lapsed Customer Placed Order Value")
Reactivated Customer Placed Order Value %	The share of placed order value (value of orders including VAT if applicable to Client but excluding shipping charges) associated to orders placed during the analysis period by Lapsed Customers who purchased again as a percentage of total placed order value. (Formerly "Lapsed Customer Placed Order Value %")

Recommendation Internal Sourced Views	The number of product views directly sourced from a product recommendation click. This metric must be populated via web analytics tagging that flags product views resulting from a product recommendation (e.g. may we suggest) click. [Web Only Data]
Reorderable SKUs	The count of SKUs that have the Reorderable flag set to "TRUE" in the Product Catalog feed.
Retailing Profit	Total profit during analysis period calculated as Product Profit + Shipping Profit – Other Offer Costs - Marketing Costs.
Retailing Profit %	The retailing profit percentage of placed order value (Retailing Profit / Placed Order Value)
Retailing Profit/Unit	The average amount of Retailing Profit per unit sold during the analysis period. Retailing Profit divided by Units Sold.
Retailing Revenue	Revenue during the analysis period calculated as Placed Order Value + Shipping Revenue
Return on Capital	A measure of the efficiency of capital invested in inventory calculated as Retailing Profit during the analysis period divided by Inventory Value as of the end of the analysis period.
Return Rate	The percentage of units returned compared to the number of units shipped during the analysis period. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Better Price)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to "Better Price". Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Better Price) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to "Better Price". Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Damaged)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to "Damaged". Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Damaged) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to "Damaged". Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.

Return Rate (Differs from Ordered)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Differs from Ordered”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Differs from Ordered) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Differs from Ordered”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Differs from Web Description)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Differs from Web Description”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Differs from Web Description) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Differs from Web Description”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Missed Delivery Date)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Missed Delivery Date”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Missed Delivery Date) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Missed Delivery Date”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Size Issue)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Size Issue) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Style/Color Issue)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.
Return Rate (Style/Color Issue) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Style/Color Issue”. Where necessary, units shipped is estimated as Units Sold – Units Cancelled – Units Declined.

Returned Order Value	The value of orders previously shipped, but returned by customer during the analysis period.
Returned Order Value (last 4 weeks)	The value of orders previously shipped, but returned by customer during the last four weeks including the analysis period.
Returned Units	The total number of product units returned during the analysis period.
Returned Units (last 4 weeks)	The total number of product units returned during the last 4 weeks including the analysis period.
Returned Units (Better Price)	The total number of product units returned where the return reason mapped to “Better Price” during the analysis period.
Returned Units (Better Price) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Better Price” during the last 4 weeks including the analysis period.
Returned Units (Damaged)	The total number of product units returned where the return reason mapped to “Damaged” during the analysis period.
Returned Units (Damaged) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Damaged” during the last 4 weeks including the analysis period.
Returned Units (Differs from Ordered)	The total number of product units returned where the return reason mapped to “Differs from Ordered” during the analysis period.
Returned Units (Differs from Ordered) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Differs from Ordered” during the last 4 weeks including the analysis period.
Returned Units (Differs from Web Description)	The total number of product units returned where the return reason mapped to “Differs from Web Description” during the analysis period.
Returned Units (Differs from Web Description) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Differs from Web Description” during the last 4 weeks including the analysis period.
Returned Units (Missed Delivery Date)	The total number of product units returned where the return reason mapped to “Missed Delivery Date” during the analysis period.
Returned Units (Missed Delivery Date) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Missed Delivery Date” during the last 4 weeks including the analysis period.
Returned Units (Size Issue)	The total number of product units returned where the return reason mapped to “Size Issue” during the analysis period.
Returned Units (Size Issue) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Size Issue” during the last 4 weeks including the analysis period.
Returned Units (Style/Color Issue)	The total number of product units returned where the return reason mapped to “Style/Color Issue” during the analysis period.

Returned Units (Style/Color Issue) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Style/Color Issue” during the last 4 weeks including the analysis period.
Review Count	A count of the number of user reviews placed for the product as of the analysis period.
Review Rating	The average user review rating for the product as of the analysis period. In the case of product sets, the set rating is used if available. Otherwise, a weighted average of the rating of each product in the set is used.
Sales Velocity	Demand on inventory in terms of units sold. $\text{Units Sold} + \text{External Units Sold}$
Search Internal Sourced Views	The number of product views directly sourced from an on-site search click. This metric must be populated via web analytics tagging that flags product views resulting from an on-site search (e.g. may we suggest) click. [Web Only Data]
Search Sourced Views/Product	The average number of product views per active product during the analysis period directly sourced (direct referral link) from an on-site search result click. $\text{Search Sourced Product Views} \div \text{Unique Count of Active Product IDs}$. [Web Only Data]
SEO Externally Sourced Product Views	The number of entry views of a product directly referred from a Natural Search marketing source. [Web Only Data]
SEO Product Views	The number of views of a product within a session directly referred from an SEO (Natural Search) marketing source. [Web Only Data]
Ship From Vendor Units Sold	The total number of product units sold (web + non-web direct if applicable) during the analysis period that are marked as ship from vendor.
Shipped Units	The total number of product units shipped during the analysis period.
Shipped Units (last 4 weeks)	The total number of product units shipped during the last four weeks including the analysis period.
Shipping Cost (Estimated)/Unit	The estimated amount of shipping cost with orders placed associated with shipped units during the analysis period. $\text{Shipping Cost (Estimated)} \div \text{Units}$
Shipping Profit	The profit from shipping (Shipping Revenue excluding VAT – Shipping Costs) during the analysis period. $\text{Shipping Revenue excluding tax} - \text{Shipping Cost}$.
Shipping Profit/Unit	The average amount of Shipping Profit (Shipping Revenue excluding VAT – Shipping Costs) per unit sold during the analysis period. $\text{Shipping Profit} \div \text{Units Sold}$.
SKUs Backordered	A count of the total number of unique SKUs that are marked as backordered as of the end of the analysis period.
SKUs Pre-Ordered	A count of the total number of unique SKUs that are marked as pre-ordered as of the end of the analysis period.

SKUs Vendor Ship	A count of the total number of SKUs associated with active Product IDs that are marked as ship from vendor as of the end of the analysis period.
SKU Availability	The percentage of SKUs in stock per Product ID as of the end of the analysis period. For example, if a product has 10 SKUs (whether active on site or not), but 4 of the SKUs have zero stock units, the product has a 60% SKU Availability. In the case of product sets, SKU availability is calculated across all products in the set – a set with 10 SKUs, 4 with zero units, has 60% SKU Availability. When reporting across selling locations, a SKU is considered to be available if it is sold anywhere.
Social Externally Sourced Product Views	The number of entry views of a product directly referred from a Social Media marketing source. [Web Only Data]
Social Product Views	The number of views of a product within a session directly referred from a Social Media marketing source. [Web Only Data]
Speed %	The rate at which units are selling, without regard to replenishment. (Units Sold plus External Units Sold) divided by (Stock Units plus Fulfilled Units)
Stock Cover (1 wk)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last week. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units as of the end of the analysis period divided by Units Sold + External Units Sold during the last week of the analysis period.
Stock Cover (4 wk)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last 4 weeks. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units as of the end of the analysis period divided by Average Units Sold + External Units Sold/Week over the last 4 weeks.
Stock Units	The number of stock units in warehouse(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand.
Stock Units/Product	The average number of Stock Units as of the end of the analysis period per unique Product ID. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units divided by Unique Product IDs.
Store Exclusive Product %	The percentage of active products that are only sold in stores. A product is considered active if it has one or more units sold (including backorder, pre-order or waitlist), product views, product impressions, or stock units. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics. Note: only available in Omnichannel instances.

Store Exclusive Products	The count of active products that are only sold in stores. A product is considered active if it has one or more units sold (including backorder, pre-order or waitlist), product views, product impressions, or stock units. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics. Note: only available in Omnichannel instances.
Store Placed Order Value	The total value of orders (including VAT if applicable to EU Clients) placed during the analysis period in the Store channel. Note: only available in Omnichannel instances.
Store Units Sold	The total number of product units sold in store orders during the analysis period. Note: only available in Omnichannel instances.
Total Discount	The total difference between full price and selling price – promotion and markdown value combined. Full Price Order Value – Placed Order Value
Total Discount %	The ratio of the difference between full price and selling price – promotion and markdown value combined – to the full price value. (Full Price Order Value – Placed Order Value) / Full Price Order Value
Understocked Inventory Value	Amount of inventory cost value (not retail price) it would take to reach the 30th percentile of stock cover.
Units Abandoned	The count of carted items not purchased prior to a visit completion. [Web Only Data]
Units on Order	The number of stock units on order as of the analysis period for a given product. In the case of product sets or categories, the total number of stock units on order for all products in the set is displayed. At a site level, this metric reflects the portion of on order inventory allocated to the site based on expected future demand.
Units Sold	The total number of product units sold (web + non-web direct if applicable) during the analysis period. Online Units Sold + Non-Web Direct Units Sold.
Units Sold (last 4 weeks)	The total number of product units sold (web + non-web direct if applicable) during the last 4 weeks including analysis period. Online Units Sold in 4 weeks + Non-Web Direct Units Sold in 4 weeks.
Units Sold/Product	The average number of Units Sold during the analysis period per unique Product ID. Units Sold divided by Unique Product IDs.

Views Availability	The percentage of in-stock product views per product view. Views Availability shows your customers' experience of product availability. In the absence of in-stock view web analytics tagging, the calculation uses the SKU Availability as of the end of each day multiplied by product views to approximate in-stock product views. A weighted average is then used to aggregate the daily calculations for longer analysis periods. 60 % views availability means that over the course of the analysis period, customers viewed products at 60% availability (i.e., on average 6 out of 10 SKUs had one or more unit of stock) In-Stock Product Views divided by Total Product Views. [Web Only Data]
Waitlist Units	The number of units as of the analysis period for which customers have asked to be notified when the product is once again in stock.
Web Exclusive Product %	The percentage of active products that are only sold online. A product is considered active if it has one or more units sold (including backorder, pre-order or waitlist), product views, product impressions, or stock units. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics. Note: only available in Omnichannel instances.
Web Exclusive Products	The count of active products that are only sold online. A product is considered active if it has one or more units sold (including backorder, pre-order or waitlist), product views, product impressions, or stock units. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics. Note: only available in Omnichannel instances.
Web Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU Clients) placed during the analysis period in the Web channel. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship). Note: only available in Omnichannel instances.
Web Units Sold	The total number of product units sold in online orders during the analysis period. Note: only available in Omnichannel instances.
Weekly Sales Velocity (1 wk)	The denominator of the Stock Cover (1 wk), this is the total units sold (including external units sold) for one week.
Weekly Sales Velocity (4 wks)	The denominator of the Stock Cover (4 wk), this is the weekly average units sold (including external units sold) for the last four weeks.