

Oracle® Retail Promotion Intelligence

User Guide

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Primary Author:

Contributing Author: Daniel Milton

Contributor: Janet Lee

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Preface

Oracle Retail Promotion Intelligence User Guide is a complete guide to the use of Promotion Intelligence.

Audience

This document is intended for the users and administrators of Oracle Retail Promotion Intelligence.

Related Documents

For more information, see the following documents in the Oracle Retail Promotion Intelligence and Promotion Planning and Optimization documentation set:

- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization 12.0.2 Release Notes*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Installation Guide*
- *Oracle Retail Promotion Planning and Optimization User Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Operations Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Configuration Guide*
- *Oracle Retail Promotion Intelligence and Promotion Planning and Optimization Sample Data Set Guide*

Customer Support

- <https://metalink.oracle.com>

When contacting Customer Support, please provide:

- Product version and program/module name
- Functional and technical description of the problem (include business impact)
- Detailed step-by-step instructions to recreate
- Exact error message received
- Screen shots of each step you take

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
<code>monospace</code>	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Measuring Performance

The Promotion Intelligence reports use your product, geography, and time hierarchies, your market basket data, and a number of other entities to process and report on ad effectiveness. This chapter provides a high-level overview of these entities and how Promotion Intelligence uses them.

The User Interface

The reports in Promotion Intelligence and Promotion Planning and Optimization use MicroStrategy reporting software as the vehicle for defining, scheduling, running, and distributing reports.

The Reports

To provide useful information, the solution offers a catalog of reports that are designed to answer particular business questions. MicroStrategy provides the user interface to the data warehouse and creates the reports that you view via your Web browser.

The Promotion Calc Engine

The Promotion Calc Engine (PCE) software transforms market basket-level data into relational tables for collecting set metrics, frequent-set analyses, item-combination confidence, customer clusters, and other advanced analytic output. The PCE can process large volumes of data quickly and can deliver unique business analysis metrics to the retail industry.

Together, the PCE components provide the capability to take transaction source data and process it to create analytic result sets, ready for export to the data warehouse. Next, descriptions of the data structures for the analytic results are incorporated into Promotion Intelligence metadata. The user then can query the analytic result data to generate reports that contain market basket analysis tools, such as correlation matrixes and purchase pattern clusters.

The Data Warehouse

The data warehouse stores all the useful data collected from your company's market baskets, the results sets from the PCE's analytic processing, information about promotion history, and product, geography, and time (PGT) hierarchies - information that is necessary to this analysis. The next section provides more information about the data that the reports require.

Data Required for Reporting

Market Basket Data

Retailers collect details about every market basket. Some of these details are the number of items purchased, the advertised and unadvertised items included in the market basket, item prices, total market basket amount, and date of purchase. These and many other details provide valuable information for the analytic machine. Promotion Intelligence associates certain derived information with each market basket. The system determines these measurements, or metrics, using your company's business rules and associated data. Some sample metrics derived from each market basket might be:

- Average Sales Amount
- Average Margin Amount
- Average Number of Unique Items
- Average Number of Items Sold

Hierarchy and Attribute Data

The application analyzes data by examining its various dimensions, such as product, geography, and time (PGT). Each dimension has a number of attributes that describe it.

For instance, the product dimension might include the attributes department and the time dimension might include the attribute week. The attributes of a dimension define the hierarchy or structure of the dimension.

Product Data Every product belongs to some sort of product hierarchy. The different levels of the hierarchy are attributes of the product. For example, one company might stock and sell about 120,000 products, organized in this hierarchy:

Table 1–1 Sample Product Hierarchy

Data Model Term	Company Term	Contains
Product Level 3	Division	5 Division
Product Level 4	Sub-Division	50 Sub Divisions
Product Level 5	Department	200 Departments
Product Level 6	Category	1000 Categories
Product 7	SKU/UPC	120,000 SKUs/UPCs

Regardless of the terms used, every company structures its data in a general to specific hierarchy. The structure goes from a broad, general level such as hard and soft goods, to a narrow, specific level that identifies items such as a 6-pack of soda. A company's product dimension also might include these non-hierarchical attributes:

- Product Description
- Discontinue Date
- Average Cost
- Brand

- Company Location Cost

Non-hierarchical product attributes for another retailer might be:

- Inventory Indicator
- Vendor Name
- Item Status
- Vendor Number
- Buyer
- Hazardous Materials

Geography Dimension Every store belongs to a geography hierarchy. The different levels of the hierarchy are attributes of the store. For example, one company might have a total of 1000 stores organized in this hierarchy:

Table 1–2 Example Store Hierarchy

Level	Number
Country	1
Region	5
Area	25
District	100
Store	1000

Again, regardless of the terms used, every company structures its data in a general to specific hierarchy. The data begins at a general level such as the Southwestern United States, and goes to a specific level that identifies a specific store. A company's geography dimension might include non-hierarchical attributes such as climate zone, neighborhood demographics, etc.

Time Dimension Usually a retailer's time attributes are determined by their promotion schedules. For instance, a retailer who runs sales from Monday to Friday might have a time attribute called Promo Week and another called Calendar Week. Many retailers also include time attributes for fiscal periods. Note Seasonality is one aspect of the time dimension that has special impact on some reports. In particular, product affinity analysis is sensitive to the range of dates selected for a report. If the range is too great—over a period of a year, for instance—retailers who deal in seasonal goods discover that market baskets (or market baskets) are too varied to allow identification of accurate product affinities or clusters. In these cases, a maximum range of two to three months is best.

Ad Events and Promotion History Information about ad events, their versions, and their history also is necessary to support the Promotion Intelligence reports. The ad event is a scheduled period of time that the retailer identifies for the purpose of promotions. For example, one company might schedule 52 weekly ad events in a year, but special event promotions might occur and overlap with the weekly events.

Report Results

Metrics

Based on the data, described above, Promotion Intelligence calculates metrics for the attributes that you include in the report definition, then displays the results in the columns of the report. The column headings indicate the metrics that are displayed.

Metric Column Names

Although each report has standard, default metrics, metric column names can vary among customers. The implementation engineer can modify column names in order to maintain the terminology that your company uses. In addition, the user interface allows you to change the way the reports display. You can select a different color scheme, rearrange the columns, and switch columns and rows, using the selections available in the interface. See “Select Display and Other Options” for more details. It is important to remember, also, that not all metrics are available in every report type. For these reasons, the sample report information provided in this book probably does not look exactly like the information you see in your own reports. The following chapters and Appendix A list the complete names of the metrics that are used in Promotion Intelligence reports. However, shorter metric names (alias) frequently appear in the column and row headings of the actual reports. For example, ordinal numbers usually are shortened (first becomes 1st), and readily understood symbols are used (# for number, \$ for dollars, % for percent). For a list of standard metrics and abbreviations, see “Metric Definitions.”

Format

Some standard formats apply to Promotion Intelligence reports.

- All date and time attributes display according to the regional settings the user selects.
- All numbers display with a comma separator between hundreds and thousands.
- Two decimal places display for currency or average currency, average quantities, and percents.

Templates

The report template provides the structure or format for the display of attributes and metrics contained in the report. Promotion Intelligence provides you with two options for modifying the report structure. One option is the Report Builder. It provides a fully prompted report that you can use as a template for other reports. The other option is the Report Wizard. It allows you to create new reports by selecting a combination of existing templates and filters.

Groupings, Prompts, Attributes, and Page-bys

Every Promotion Intelligence report presents a specific group of types of information. These types of information include the prompts, page-by options, and attributes that display in the completed report. For instance, facts about ad events, products, ad versions, and items are grouped together in the Promotion Scorecard report. These are the facts that are pertinent to this report. Other reports feature different combinations of facts. Prompts enable you to further narrow the amount of data that Promotion Intelligence returns in a single report. They can reduce report processing time and yield more useful information about your specific concern. You select these parameters in the report prompts page and in most cases, this selection is optional. Page-by options, in some reports, also limit the amount of data you view on one screen, and attributes are the terms that display on the left side of each row of metrics in the completed report.

Choosing the Right Report

To select the appropriate report, use these general steps:

1. Identify the report that provides the information you want. There are several ways to do this.
 - Identify the business question and identify one or more reports that provide the information you need.
 - Identify the general category of information. Review the appropriate chapter of this guide to find the reports you need. Reports are grouped into these chapters: "General Trends," "Product Categories," and "Individual Products."
2. Select the particular filters that can provide the most focused results.
3. Select a "Page By" preference, if available, to view the results in logical sections.
4. Run the report.
5. Assess the report results.
6. Determine a course of action to address the issue.

Business Questions and Answers

Many of the business questions about advertising are listed, below. Beside each question is the name of the Promotion Intelligence report that provides the answer.

- Ad Page Allocation - What are the best products or product categories to include in the circular, and how much emphasis should each product or category receive?
- Advertising ROI - What was the return on my advertising investment for this ad event?
- Promotion Scorecard - What is the effect of each product or product category, on the average size of each market basket and on the entire ad event?
- Strategic Ad Emphasis - What areas experience the greatest improvement when advertised and what areas need support through other means?
- Strategic Business Emphasis - What areas require an increased amount of emphasis and what areas should have a decreased amount of emphasis in the circular?
- Top Affinities - What are the best (only the top) cross-sell items for a specific item I want to promote and what items sell with a specific item, even if they are not put on ad?
- All Affinities - What are the cross-sell items for a specific item I want to promote and what items sell with a specific item, even if they are not put on ad?

Using the Interface

This chapter describes how to view, filter, print, save, and create new reports using the MicroStrategy User Interface.

Prompts, Attributes, and Paging

Each report offers various parameters that enable you to select and view a targeted subset of the available data. These parameters or filters appear as prompts in the user interface. For example, the Promotion Scorecard report allows you to select from the ad event hierarchy, the geography hierarchy, and the product hierarchy. If you do not select one or more elements from a prompt list, the interface returns all available data for this report. In most cases, prompts are optional.

Attribute columns display on the left side of the completed report. For example, the Promotion Scorecard report has only one attribute column: Item.

Many of the completed reports provide “page by” choices that enable you to change the way results are displayed. For example, you can page through the Promotion Scorecard report by ad event or by ad version.

Log on and Select a Report

You can view Promotion Intelligence reports through your Web browser.

1. To select and run a report, select the URL for Promotion Intelligence.
2. To log on, type your user name and password in the appropriate field.
3. Click the Reports button.
4. Type your user name and password in the appropriate fields.
5. Click the Login button. The reporting home page opens. From this page you can select:
 - Shared Reports - Browse a list of prepared reports available to all users.
 - My Reports - View reports you previously created and saved.
 - Create Report - Create and publish a new report on the site.
 - History - View an up-to-date summary of the status of your report requests.
 - Preferences - Alter standard formats for various options.
6. Start with the Promotion Intelligence standard reports, grouped in the Shared Reports section.

Note: You can change the format of available options from icon view to list view. Simply click List view, located under VIEW MODE, on the left side of the window. While you work with the reports, the report list displays on the left side of the window.

7. To access the reports, click the Shared Reports icon.

Shared Reports

Reports in this section feature standard templates, metrics, and filters for the most frequently requested information.

1. To open the Shared Reports page, click the Shared Reports icon. The Shared Reports page opens.
2. To open the Promotion Intelligence folder of reports, click on the folder icon. The window displays the Promotion Intelligence folder.
3. To select a report, click on the appropriate report icon or on the name of the report. The report prompts page opens.

Choose Filters

This page offers various report prompts, or choices. You can filter the data returned in the report according to the selections you make on this page.

Note: Some reports require that you select or filter the data, for example, by date range or other constraint. Other reports offer filters as options, but do not require filters. For these reports, you simply submit the report request, without limits or constraints, and the interface returns results on all available categories. Remember, however, that if you do not filter the data, the report processing time can increase.

1. Use the vertical scroll bar to select filters for the report.
2. Use the left and right arrows to move a filter into the Select block.

Note: For lengthy lists, use the search field to locate the desired filter more quickly.

Submit the Report

1. To process the report, click the Execute Report button. The report status view appears while the report processes.
2. During the processing, you can click on one of the available buttons to:
 - Check the status of your report request.
 - Add the request status to your history list.
 - Cancel the report request.

When the report is ready, the interface displays it. The default format is the grid view for most reports.

Drill into Data in Completed Reports

1. To view more details about report data, move the mouse cursor over one of the hyperlinks, and click. The new level appears on the window. If complex drilling is enabled for your user account, you can drill multiple locations within your data.

Note: The hyperlinks indicate drill pathways inserted by your administrator, for simple drilling.

2. If this feature is enabled:
 - Select an option from the Drill drop-down fields in the top of the window.
 - Click the Go icon.
3. Drill on a column heading or any other hyperlinks (underlined text) by clicking the text.

Apply Filters to Completed Reports

After you process a report, you can change the parameter, or filter choices you made previously, before you submitted the report.

1. To do this, select the Filters tab.
2. Select the checkbox beside the elements you want to keep.
3. Click the Filters button. The filters limit the amount of data returned and pinpoint the measurement, date, geography, or other attributes you select.
4. To view report data for a single metric, select from the Metrics drop-down field, and click the Go icon.
5. To filter report data on a different attribute, select from the filter drop-down fields (under the Metrics field) and click the Go icon. When processing is complete, the filtered results display.
6. To produce another report of the same type, but with different filters, click the Reset Prompts icon. The report prompts page displays.
7. Select the new prompts.
8. Submit the report.

Select Display and Other Options

The Preferences tab enables you to alter the display of the completed reports. From this page, you can change user preferences and project display. Some of the things you can do from the Preferences tab are listed, below.

- Change project defaults.
- Change the grid display.
- Change the graph display.
- Select print options.

- Select export options.
- Change the drill mode.
- Change the prompts display.
- Change logout and logon options.
- Change your password.

Print the Report

1. To print the report, click the print icon. The print options window opens.
2. Select the appropriate options and click the Show Printable Version button. The window opens and displays the report, as it will appear in printed form.
3. From the main menu bar above the displayed report, select File, then select Print. The print dialog box opens, as it does for any print job.
4. Select the printer, if necessary.
5. Click OK to print the report.

Export Report Results

1. To make report results available to other applications, click the export icon. The export options window opens.
2. Select the options you desire.
3. Click the Export button. The exported report displays in the format you selected.

Save Reports

After you process a report, you can save the report format and use it again, as new data becomes available.

1. To save the report, click the save icon. The saving options window opens. The default folder for saved reports is My Reports. The field below it displays the names of all reports that currently are saved in the folder.
2. To create a new folder for saved reports, type the name of the folder in the field labeled Create folder.
3. Type a description of the folder in the field that appears below the Create folder field.
4. Click the Create Folder button. The new folder name displays in the first field. The standard report name, such as Advertising ROI, is the default report name. You can change the name of the saved report, if you wish.
5. Type a new name for the report in the field in the upper right corner.
6. Type a description of the report in the Description field.
7. You can save the report with the same filters you applied previously, or you can save it with filter and prompt options. Indicate your choice by selecting one of the circles below Save prompt.
8. Click the Save button.
9. Click the Continue button to return to the report view.

Create New Reports

In addition to the standard reports available in Promotion Intelligence, you can design new reports from existing templates and filters, or you can create your own templates and use them with the existing filters

Note: To create new reports, you must have the appropriate permission, assigned by your System Administrator.

- To view the options, on the Promotion Intelligence home page, click Create Report. The next page provides two options for creating new reports.

Use the Report Wizard

1. To use existing templates and filters, click on Report Wizard. The Report Wizard opens and enables you to choose a template and a filter for your report.
2. To select a template:
 - Scroll through the list of available templates.
 - Highlight one template.
 - Click the right arrow to move the template name into the Selected block.

Note: You cannot select more than one template.

3. To select filters:
 - Scroll to the lower portion of the Report Wizard.
 - Scroll through the list of available filters.
 - Highlight one or more filters.
 - Click the right arrow to move each filter name into the Selected block.
4. Click the Execute Report button. Depending on the template and the filter you selected, other option pages might open.
5. Select the appropriate items.
6. Click the Execute Report button, again.

When processing is complete, the report results display.

Use the Report Builder

1. To create new formats, select the Report Builder.
2. In the Report Builder window, to select at least one attribute:
 - Highlight the attribute.
 - Click the right arrow to move it to the Selected block.

Note: The only required selection in the Report Builder is Attribute. The selection of metric filters, attribute filters, and metric qualifier filters is optional. However, if you do not select a filter from each available category, the volume of data returned might be very large and processing time might be lengthy.

3. To select one or more metrics for the report:
 - a. Highlight the metric.
 - b. Click the right arrow to move it into the Selected block.
4. To select qualifiers, or additional filters for the attributes:
 - a. Click the down arrow.
 - b. Select the appropriate qualifier.
 - c. Click the right arrow to move it into the Selected block.
5. In the same manner, continue to select the appropriate filters.
6. To add a qualifier (such as “greater than”) to a metric:
 - a. Highlight the metric.
 - b. Select the appropriate qualifier from the drop-down list.
 - c. Type the qualifying number in the Value field.
7. Click the right arrow to move the qualifier to the Your selections block. The metric, qualifier, and value display in the block.
8. Click the Execute Report button. The report processes, as usual.

Note: Additional information about how to use the interface is included in the MicroStrategy product documentation.

General Trend Reports

This Promotion Intelligence report enables you to review the overall success of all ad events that occurred during a specific period of time. You can use it to compare overall performance during different weeks, months, quarters, and so on, and to discover the actual return on your ad investment for each period of time.

Report Formats

Most of the illustrations in this guide are simple, unadorned grid views. This plain format works well with the text and graphics that are required in order to highlight specific parts of the reports. The actual reports that display on your computer monitor feature the colors and fonts that are appropriate to the product's graphic user interface.

Advertising ROI Report

Business Value

This report provides an analysis of the return on investment (ROI) by ad events and location.

Report Prompts and Display

The report setup prompts you to select at least one of the promotion periods available (required). The resulting report displays row of metrics for each location associated with the ad event.

Table 3–1 Standard Advertising ROI Report Metrics

Metric Number	Metric	Value	Notes
1	Promotion	Circular w/e 02-14-2004 Items: 8 Pages:4 Cost: 1000	
2	Location	POLARIS TOWNE CENTER	
3	MB Sales	\$51,321.85	This value represents the total amount of sales reported by the POS. This total is calculated for the period of time when the promotion was in effect.
4	ROI	1633%	Return of Investment
5	Promotion Location Cost	\$333.33	Promotion cost by Location.
6	Net Profit After Cost	\$5,442.01	Total profit at this location minus the promotion cost per store.
7	Net Profit per Page	\$1,360.50	Net Profit (after cost) per page by location
8	MBs	597	Total number of transactions.
9	Ad MBs	271	Total number of transactions that include an Ad item for this promotion/location.
10	Non-ad MBs	326	Total number of transactions that does not include an Ad item for this promotion/location
11	Pct. of Ad MBs	45.39%	Count of ad market baskets as a percent of count of total market baskets (Metric 9 / Metric 8)
12	Ad MB Sales	\$39,022.85	Total sales generated by MB containing at least a single Ad item. (Ad MB)
13	Non-ad MB Sales	\$12,299.00	Total Non Ad MB Sales
14	Pct. of Ad MB Sales	76.04%	Sales generated by ad market baskets as a percent of sales generated by total market baskets (Metric 12/ Metric 3)
15	Avg. Sales per Ad MB	\$144.00	Average sales generated by each ad market basket (Metric 12 / Metric 9)

Table 3–1 (Cont.) Standard Advertising ROI Report Metrics

Metric Number	Metric	Value	Notes
16	Avg. Sales per Non-ad MB	\$37.73	Average sales generated by each non-ad market basket (Metric 13 / Metric 10)
17	Diff. Avg. Ad MB Sales v. Avg. Non-ad MB Sales	\$106.27	Difference between average sales generated by each ad market basket and average sales generated by each non-ad market basket (Metric 15 - Metric 16)
18	Ad MB Ad Sales	\$35,249.85	Sales by Ad Items within Ad MBs
19	Ad MB Non Ad Sales	\$3,773.00	Sales by nonAd Items within Ad MBs
20	Sales Diff. from Ad Items	\$95.99	Portion of average sales difference that can be attributed to the ad portion of ad market baskets (Metric 17) * (Metric 18 / Metric 12)
21	Sales Difference from Non-ad Items	\$10.27	Portion of average sales difference that can be attributed to the non-ad portion of ad market baskets (Metric 17) * (Metric 19 / Metric 12)
22	Ad MB Total Profit	\$10,887.35	Profit generated by Ad MB
23	Non-ad MB Total Profit	\$6,149.50	Profit generated by Non-ad MB
24	Diff. Avg. Ad MB Profit v. Avg. Non-ad MB Profit	\$21.31	Difference between average profit generated by each ad market basket and average profit generated by each non-ad market basket (Metric 22 / Metric 9) - (Metric 23 / Metric 10)
25	Additional Profit Due to Ad MBs	\$5,775.34	Portion of profit generated during the ad event that can be attributed to ad market baskets (Metric 24 * Metric 9)
26	Incremental Profit per Unit of Ad Cost	\$16.33	Average additional profit realized for each dollar or other monetary unit of advertising cost (Metric 6 / Metric 5)
27	Breakeven Number of Ad Pages	65	Number of pages that could be covered by the profit generated by the promotion Metric 6 / (Metric 5 / Promotion Pages)

Table 3–1 (Cont.) Standard Advertising ROI Report Metrics

Metric Number	Metric	Value	Notes
28	Avg. MB Sales per Ad Item	\$6,415.23	Average sales generated by each, unique, on-ad item (Metric 3 /Items on promotion)
29	Breakeven Sales per Ad Item	\$41.67	Average sales that each unique ad item must generate to cover the cost of the ad event (total ad cost divided by number of unique on-ad items) Metric 5/Number of Items in promotion
30	Pct. Sales Increase per Ad Item	99.35%	Percentage of sales generated by ad market baskets (Metric 3 - Metric 5)/Metric 3
31	Ad Cost per Page	\$83.33	Cost per ad page for a particular promotion Promotion Location Cost/Pages in Circular (Metric 5 / Pages)

Product Category Reports

You can use Promotion Intelligence reports to evaluate the performance of different product categories in your ad events. You can determine a strategy for each item in each category. This strategy can include things such as the choice of items to promote, their promotion price, and their promotion offer. You can also determine which items you should not promote and replace them with others that can improve the revenue generated by the ad event. Some of the reports that support these efforts are explained in this chapter:

- Ad Page Allocation
- Strategic Ad Emphasis
- Strategic Business Emphasis

Report Formats

Most of the illustrations in this guide are simple, unadorned grid views. This plain format works well with the explanatory text boxes that are required in order to highlight specific parts of the reports. The actual reports that display on your computer monitor feature the colors and fonts that are appropriate to the product's graphic user interface.

Ad Page Allocation Report

Business Value

Ad Page Allocation report provides an analysis of the impact of page allocation on your ROI. This information enables you to determine whether a department or product group should have a larger or a smaller portion of the circular, in order to impact revenue favorably.

Report Prompts and Display

The report runs and then it will allow you to select from the promotion periods available (one at a time) The resulting report displays the category (or item) name or other ID for each row of metrics. You can page through the results by ad event or ad version.

Table 4–1 Standard Metrics in the Ad Page Allocation Report

Metric Number	Metric	Value	Notes
1	Promotion	Circular 13	
2	Focus Item	Barbie & Accessories	
3	Incremental MB Count	2,271	Additional MB that contain at least one focus item from the group. Measured from the baseline period to the promotion
4	Incremental Sales	\$134,163.98	Additional sales generated by the focus item. Measured from the baseline period to the promotion
5	Incremental Profit for Item	\$2,949.57	Additional profit generated by the focus item. Measured from the baseline period to the promotion
6	Incremental Allocated Non-ad Sales	\$251,247.50	Additional non-ad sales, allocated to the item or group
7	Incremental Allocated Non-ad Profit	\$125,623.75	Additional profit generated by non-ad items, allocated to the item or group
8	Incremental Sum of Ad Item Sales and Non-ad Item Sales	\$385,411.48	Additional sales generated by the item plus additional non-ad sales allocated to the item, measured from the baseline period to the ad event
9	Incremental Sum of Ad Item Profit and Allocated Non-ad Profit	\$139,875.40	Additional profit generated by the item plus additional profit generated by non-ad items and allocated to the item, measured from the baseline period to the ad event
10	Promotion Total Cost	\$1,000.00	Cost of ad circular for a particular ad event
11	Number of Pages	4	Number of pages in the circular
12	Pct. Page Allocation	0.00%	Space allocated by promotion items
13	Number of Pages with Group Items	0	Number of pages based on % page allocation Metric 11 * Metric 12
14	Cost per Page	\$250.00	Cost for each ad page for a particular promotion Metric 10/ Metric 11

Table 4–1 (Cont.) Standard Metrics in the Ad Page Allocation Report

Metric Number	Metric	Value	Notes
15	Ad Cost	\$0.00	Cost of ad circular for a particular ad event Metric 14 * Metric 13
16	Incremental Allocated Non-ad Profit per Page	\$0.00	For each ad page, additional non-ad profit allocated to the item or group, measured from the baseline period to the ad event Metric 7 / Metric 13
17	Incremental Allocated Non-ad Sales per Page	\$0.00	For each ad page, additional non-ad sales allocated to the item or group, measured from the baseline period to the ad event Metric 6/ Metric 13
18	Recommended Page Allocation Based on Sales for 1 Page	1	Count of pages allocated to this group, based on group item sales plus allocated non-ad sales, based on a 1-page circular
19	Recommended Page Allocation Based on Profit for 1 Page	1	Count of pages allocated to this group, based on group item profit plus allocated non-ad profit, based on a 1-page circular

Strategic Ad Emphasis Report

Business Value

Strategic Ad Emphasis report provides an analysis of the total effect of all the ad events that occurred during a specific period of time, on departments or product levels. It also compares the results of this time period to the results of other time periods. The report enables you to determine which product groups experience the greatest improvement when they are advertised and which product groups require other methods for boosting performance.

Report Prompts and Display

The report setup prompts you to select from the product hierarchy (some level above SKU or UPC, required) and promotion periods (required). The resulting report displays the category or item for each row of metrics, and you can page through the results by product hierarchy or ad event.

Table 4–2 Standard Metrics in the Strategic Ad Emphasis Report

Metric Number	Metric	Value	Notes
1	MH Level 4	Barbie & Accessories	
2	Promotion	Circular w/e 02-14-2004	
3	Group MBs	1679	Total count of group MB

Table 4–2 (Cont.) Standard Metrics in the Strategic Ad Emphasis Report

Metric Number	Metric	Value	Notes
4	Total MBs	2,166	Total MBs
5	5Pct. Group MBs to Total MBs	78%	Count of market baskets that contain an item from the group as a percent of count of total market baskets (Metric 3/Metric 4)
6	Ad MBs	1,529	Count of ad market baskets that contain an item from the group
7	Non-ad MBs	150	Count of market baskets that contained an item from the group but no ad items
8	Pct. Group Ad MBs to Total MBs (Group and Non-group)	71%	Count of ad market baskets that contain an item from the group as a percentage of total ad market baskets (Metric 6/Metric 4)
9	GAP % AD to % TOTAL	(6.93%)	Difference between the percent of all ad market baskets that contain ad group items and the percent of all market baskets that contain group items (Metric 8 - Metric 5)
10	Pct. Group Ad MBs to Total Group MBs	91%	Count of ad market baskets that contain an item from the group as a percent of all market baskets that contain group items (Metric 6/Metric 3)
11	Total Group Sales	\$190,060.33	Sales generated by items that belong to the group
12	Total Sales	\$227,782.63	Total Sales
13	Pct. Group Sales to Total Sales	83%	Sales generated by items in the group as a percent of total sales (Metric 11/Metric 12)
14	Group Ad Sales	\$161,934.33	Sales generated by items that belong to the group in ad market baskets
15	Total Ad Sales	\$213,072.13	This are Sales generated by both ad and non-ad items in ad market baskets
16	Pct. Group Ad Sales as Percent of Total Ad Sales (Group and Non-group)	76%	Sales generated by items in the group in ad market baskets as a percent of sales generated by total ad market baskets (Metric 14/Metric 15)

Table 4–2 (Cont.) Standard Metrics in the Strategic Ad Emphasis Report

Metric Number	Metric	Value	Notes
17	Avg. MB Sales	\$135.67	Average sales generated by each market basket (Metric 12/ Metric 3)
18	Avg. Ad MB Sales	\$139.35	This is the Average Sales per Group Ad Market Basket (Metric15/Metric 6)
19	Avg. Non-ad MB Sales	\$98.07	This is the Average sales generated by each group in non-ad MB (Metric 12 - Metric 15)/(Metric 7)
20	Diff. Avg. Ad MB Sales v. Avg. Non-ad MB Sales	\$41.28	Difference between average sales generated by each ad market basket and average sales generated by each non-ad (Metric 18 - Metric 19)
21	Index: Ad Sales v. Non-ad Sales	108%	Average sales generated by each ad market basket compared to average sales generated by each non-ad market basket; an index of 100% represents no change (Metric 14/Metric 6)/Metric 19
22	Group Profit	\$65,696.58	This is the Profit generated by items in the group
23	Total Profit	\$80,603.13	Profit generated by all market baskets
24	Pct. Group Profit to Total Profit	82%	Profit generated by items in the group in ad market baskets as a percent of profit generated by total ad market baskets (Metric 22/ Metric 23)
25	Group Ad Profit	\$51,633.58	Profit generated by items in the group in ad market baskets
26	Total Ad Profit	\$73,247.88	Profit generated by ad market baskets
27	Pct. Group Ad Profit to Total Ad Profit	70%	Profit generated by items in the group in ad market baskets as a percent of profit generated by total ad market baskets (Metric 25/ Metric 26)
28	Avg. MB Profit	\$48.01	Average profit generated by each group market basket (Metric 23/Metric 3)
29	Avg. Ad MB Profit	\$47.91	Average profit generated by each group ad market basket (Metric 26/Metric 6)

Table 4–2 (Cont.) Standard Metrics in the Strategic Ad Emphasis Report

Metric Number	Metric	Value	Notes
30	Avg. Non-ad MB Profit	\$49.04	Average profit generated by each group non-ad market basket (Metric 23-Metric 26) / (Metric 7)
31	Diff. Avg. Ad MB Profit v. Avg. Non-ad MB Profit	(\$1.13)	Difference between average profit generated by each ad market basket and average profit generated by each non-ad market basket (Metric 29 - Metric 30)
32	Index: Ad Profit v. Non-ad Profit	98%	Average profit for each ad market basket compared to average profit for each non-ad market basket; an index of 100 represents no change (Metric 29 / Metric 30)
33	Group Units Sold	6,592	This is the Quantity of items in the group sold
34	Total Units Sold	8,155	Quantity of items in all market baskets; includes multiples of unique items
35	Pct. Group Units Sold v. Total Units Sold	81%	Units sold in the group in ad market baskets as a percent of units sold by total ad market baskets (Metric 33/ Metric 34)
36	Total Group Ad Units Sold	5,444	This is Quantity of items in the group sold in Ad MB
37	Total Ad Units Sold	7,454	Quantity of ad and non-ad items in ad market baskets; includes multiples of unique items
38	Pct. Group Ad Units to Total Ad Units (Group and Non-group)	73%	Unit percentage in ad MB generated by items in the group (Metric 364/Metric 37)
39	Avg. MB Unit Count	4.86	Average quantity of items in each market basket (Metric 34/Metric 3)
40	Avg. Ad MB Unit Count	4.88	Average quantity of items in each ad market basket (Metric 37/Metric 6)

Table 4–2 (Cont.) Standard Metrics in the Strategic Ad Emphasis Report

Metric Number	Metric	Value	Notes
41	Avg. Non-ad MB Unit Count	4.67	Average quantity of items in each non-ad market basket (Metric 34 - Metric 37)/(Metric 7)
42	Diff. Avg. Ad MB Item Count v. Avg. Non-ad MB Item Count	0.20	Difference between average quantity of items in ad market baskets and average quantity of items in non-ad market baskets (Metric 40 - Metric 41)
43	Index: Avg. Ad MB Unit Count v. Avg Non-ad MB Unit Count	104%	Average quantity of items in each ad market basket compared to average quantity of items in each non-ad market basket; an index of 100% represents no change (Metric 40 / Metric 41)

Strategic Business Emphasis Report

Business Value

Strategic Business Emphasis report provides the analysis you need to plan a high-level strategy for your company. It provides a sales and profit analysis within a given department and compares the department to other departments. The report helps you determine which departments are performing well with the current level of emphasis in the advertising circular and which planning groups need increased emphasis to reach their full potential. It also identifies departments that are not responding to promotion, should receive less emphasis, and be replaced by different products or departments that can generate more sales or traffic.

Report Prompts and Display

The report setup prompts you to select from the product hierarchy (some level above SKU or UPC, required) and time hierarchy (required). The report displays the category for each row of metrics.

Table 4–3 Standard Metrics in the Strategic Business Emphasis Report

Metric Number	Metric	Value	Notes
1	MH Level 4	Barbie & Accessories	Merchandise Hierarchy level selected in the report prompts
2	Week Start	02/02/2003	Start of Time period selected in report prompts
	Week End	02/08/2003	End of Time period selected in report prompts

Table 4–3 (Cont.) Standard Metrics in the Strategic Business Emphasis Report

Metric Number	Metric	Value	Notes
3	Group MBs	6,684	Count of market baskets that contained an item from the group
4	Total MBs	8,784	Total MBs in the period
5	Pct. Group MBs to Total MBs	76%	Count of market baskets that contain an item from the group as a percent of count of total market baskets (Metric 3 / Metric 4)
6	Group Sales	\$761,056.10	Sales generated by items from the group
7	Total Sales	\$898,558.20	Total sales generated by all items
8	Avg. Sales per MB	\$102.29	Average sales generated by each market basket (Metric 7/ Metric 4)
9	Avg. Group Item Sales per MB	\$113.86	Average sales generated by items in the group for each market basket (Metric 6/Metric 3)
10	Pct. Group Sales to Total Sales	85%	Metric 6 / Metric 7
11	Group Profit	\$270,034.60	Profit generated by items from the group
12	Total Profit	\$324,168.45	Profit generated by all market baskets
13	Avg. Profit per MB	\$36.90	Sales generated by items from the group as a percent of total sales (Metric 12 / Metric 4)
14	Avg. Profit per Group MB	\$40.40	Average profit generated by focus group items in each group market basket (Metric 11/Metric 3)
15	Avg. Profit per Non-group MB	\$25.78	Average profit generated by non group market baskets (Metric 12 - Metric 11)/(Metric 4 - Metric 3)
16	Pct. Group Profit to Total Profit	83%	Profit generated by items from the group as a percent of total profit generated by market baskets (Metric 11/Metric 17)
17	Total Items	31,782	Total number of items sold
18	Avg. Items per MB	3.62	Average quantity of all items in each market basket (Metric 17/Metric 4)

Table 4–3 (Cont.) Standard Metrics in the Strategic Business Emphasis Report

Metric Number	Metric	Value	Notes
19	Total Group Items	26,014	Total number of group items sold
20	Avg. Group Items per MB	3.89	Average quantity of group items in each market basket (Metric 19/ Metric 3)
21	Avg. Non-group Items per MB	2.75	Average quantity of items that are not in the group in each market basket (Metric 17 - Metric 19)/(Metric 4 - Metric 3)
22	Avg. Price per Item	\$28.27	Average price for each item in the market basket (Metric 7/ Metric 17)
23	Avg. Price per Group Item	\$29.26	Average price for each item in the group (Metric 6/ Metric 19)
24	Avg. Price per Non-group Item	\$23.84	Average price for each item that is not in the group (Metric 7- Metric 6)/ (Metric 17 - Metric 19)

Reports on Individual Products

You can use Promotion Intelligence reports to evaluate the performance of individual products in your ad events or for a specific period of time. You then can determine a strategy for each item, a strategy that can include things such as the choice of items to promote, their promotion price, and their promotion offer. You can also determine which items you should not promote and replace them with others that can improve the revenue generated by the ad event. Some of the reports that support these efforts are explained in this chapter:

- Promotion Scorecard
- Top Affinities
- All Affinities

Report Formats

Most of the illustrations in this guide are simple, unadorned grid views. This plain format works well with the explanatory text boxes that are required in order to highlight specific parts of the reports. The actual reports that display on your computer monitor feature the colors and fonts that are appropriate to the product's graphic user interface.

Promotion Scorecard Report

Business Value

This report provides an analysis of the effect that promoted items have on the success of the ad event. It enables you to determine the different product roles that items fulfill and to decide which items you want to advertise, in order to optimize your ad event.

Report Prompts and Display

The report setup prompts you to select from the merchandise and ad event hierarchy (required). The resulting report displays the item for each row of metrics. You can page through the results by ad event or by ad version.

Note: Our sample is a Promotion Scorecard report at the item or product level. You also can analyze the role and impact of departments or product groups on an ad event. In that case, the attribute column displays the department name, and the metric columns display averages for the advertised products in the department.

Table 5–1 Promotion Scorecard Report Metrics

MetricNumber	Metric	Value	Notes
1	Focus Item	BB Happy Birthday	Item's description and ids
2, 3	Promotion	Circular w/e 02-04-2003	
4	Item Ad MB Count	324	Count of ad market baskets that contain at least one focus item.
5	Item Baseline MB Count	108	Count of baseline market baskets that contain the item.
6	Index: AD MBs to Baseline MBs	299.32%	Count of item ad market baskets compared to count of item baseline market baskets; an index of 100% represents no change (Metric 4/ Metric 5)
7	Incremental Item MB Count	216	This is the Additional count of market baskets that contain the item compared with the baseline MB (Metric4 - Metric 5)
8	Item Ad Sales	\$53,652.00	Sales generated by the focus item during the ad event
9	Item Baseline Sales	\$19,455.57	Sales generated by the focus item during the baseline period.
10	Index: AD Sales to Baseline Sales	275.77%	This metric compares ad sales by focus item against baseline sales; an index of 100% represents no change (Metric 8/ Metric 9)
11	Incremental Item Sales	\$34,196.43	Additional sales generated by the focus item Metric 8 - Metric 9
12	Item Ad Profit	\$22,092.00	Profit generated by the focus item during the ad event
13	Item Baseline Profit	\$9,727.79	Profit generated by the focus item during the baseline period

Table 5–1 (Cont.) Promotion Scorecard Report Metrics

MetricNumber	Metric	Value	Notes
14	Index: AD Profit to Baseline Profit	227.10%	This metric compares ad profit by focus item against baseline profit; an index of 100 represents no change (Metric 12/ Metric 13)
15	Incremental Item Profit	\$12,364.21	Additional profit generated by the item (Metric 12 - Metric 13)
16	Avg. Ad Item Price for Item	\$34.00	Average price for each item in the promotion group during the ad event.
17	Avg. Baseline Price for Item	\$40.00	Average price for each item in the promotion group during the baseline period.
18	Index: AD Price to Baseline Price	85.00%	Ad item price compared to baseline item price; an index of 100% represents no change (Metric 16/ Metric 17)
19	Item Non-Ad Sales	\$0.00	Non-Ad Item Sales
20	Item Baseline Non-Ad Sales	\$0.00	Non-Ad Item Sales during the baseline period.
21	Incremental Total Non-ad Sales	\$0.00	Additional sales generated by additional non-ad items, measured from the baseline period to the ad event (Metric 19 - Metric 20)
22	Incremental Allocated Non-ad Sales	\$0.00	This is the Additional non-ad sales, allocated to the focus item or group
23	Incremental Sum of Item Sales and Total Non-ad Sales	\$34,196.43	Additional sales generated by the item plus additional non-ad sales measured from the baseline period to the ad event (Metric 11 + Metric 21)
24	Incremental Sum of Item Sales and Allocated Non-ad Sales	\$34,196.43	This is the Additional sales generated by the item plus additional non-ad sales allocated to the item measured from the baseline period to the ad event (Metric 11 + Metric 22)
25	Item Non-Ad Profit	\$0.00	Non-Ad Item Profit
26	Item Baseline Non-Ad Profit	\$0.00	Non-Ad Item Profit during the baseline period.

Table 5–1 (Cont.) Promotion Scorecard Report Metrics

MetricNumber	Metric	Value	Notes
27	Incremental Total Non-ad Profit	\$0.00	Additional profit generated by additional non-ad items, measured from the baseline period to the ad event (Metric 25 - Metric 26)
28	Incremental Allocated Non-ad Profit	\$0.00	This is the Additional profit generated by non-ad items, allocated to the focus item or group
29	Incremental Sum of Item Profit and Total Non-ad Profit	\$12,364.21	This is the Additional profit generated by the item plus additional non-ad profit (Metric 15 + Metric 27)
30	Incremental Sum of Item Profit and Allocated Non-ad Profit	\$22,092.00	Additional profit generated by the item plus additional profit generated by non-ad items and allocated to the focus item, measured from the baseline period to the ad event (Metric 12 + Metric 28)
31	Incremental Allocated Non-ad Sales over Incremental MBs	\$0.00	Average additional sales generated by non-ad items that are allocated to the focus item, in each additional market basket (Metric 22/ Metric 7)
32	Incremental Allocated Non-ad Profit over Incremental MBs	\$0.00	Average additional profit generated by non-ad items that are allocated to the focus item, in each additional market basket (Metric 28/Metric 7)

Top Affinities Report

Business Value

This report provides information about the affinity products, or items that tend to sell with other items. It displays the top affinity rules based on confidence factor, or likelihood. These affinity rules are produced by the ARM application. With this information, you can maximize every page of your circular.

Report Prompts and Display

The report setup prompts you to qualify on affinity index metric.

Table 5–2 Standard Metrics in the Top Affinities Report

Metric Number	Metric	Value	Notes
1	Rule Id	2	Rule Id from rdm
2	Driver Item Set	T0000028447 1 64 Jd Wagon Assortment	Driver Items Set Id and Description
3	Affinity Item Set	T0000080813 13 Ethnic Beanbaby	Affinity Item set Id and Description
4	Number of MBs with Driver Item Sets	3,769	Number of MBs with Driver Item Sets
5	Number of MBs with Affinity Item Sets	3,811	Number of MBs with Affinity Item Sets
6	Affinity Market Baskets	1,862	Intersection between driver and affinity MBs
7	Affinity Confidence	49.40%	The ratio of how often a driver item sells with the affinity item (A+ B), to how often the driver item sells without the affinity item.
8	Affinity Index	151.62	The driver item sells without the affinity item."Lift".
9	Affinity Reverse Confidence	48.86%	Affinity index that uses the cross-sell or affinity item as the driver item
10	Avg. Sales per MB with Both Driver and Affinity Item Sets	\$27.00	Average sales generated by each affinity market basket
11	Avg. Profit per MB with Both Driver and Affinity Item Sets	\$13.50	Average profit generated by each affinity market basket
12	Avg. Units per MB with Both Driver and Affinity Item Sets	2.00	Average quantity of items in each affinity market basket

All Affinities Report

Business Value

This report provides information about all the affinity products, or items that tend to sell with other items. It displays all of the affinity rules produced by the ARM application. With this information, you can maximize every page of your circular.

Report Prompts and Display

The report setup does not prompt you for any qualifier

Table 5–3 Standard Metrics in the All Affinities Report

Metric Number	Metric	Value	Notes
1	Rule Id	2	Rule Id from rdm
2	Driver Item Set	T0000028447 1 64 Jd Wagon Assortment	Driver Items Set Id and Description
3	Affinity Item Set	T0000080813 13 Ethnic Beanbaby	Affinity Item set Id and Description
4	MBs with Driver Item Sets	3,769	Number of MBs with Driver Item Sets
5	MBs with Affinity Item Sets	3,811	Number of MBs with Affinity Item Sets
6	MBs with Both Driver and Affinity Item Sets	1,862	Intersection between driver and affinity MBs
7	Affinity Confidence	49.40%	The ratio of how often a driver item sells with the affinity item (A+ B), to how often the driver item sells without the affinity item.
8	Affinity Index	152	The driver item sells without the affinity item. "Lift"
9	Affinity Reverse Confidence	48.86%	Affinity index that uses the cross-sell or affinity item as the driver item
10	Avg Sales per MB with both Driver and Affinity Item Sets	\$27.00	Average sales generated by each affinity market basket
11	Avg Profit per MB with both Driver and Affinity Item Sets	\$13.50	Average profit generated by each affinity market basket
12	Units per Affinity Market Basket	2.00	Average quantity of items in each affinity market basket

Metric Abbreviations

Note: The column names that display in your reports might include abbreviated terms and terms that differ from those used in this guide. This is due to the fact that, during implementation, your Net Perceptions consultant can alter the metric column names to match the particular terms your company uses.

Terms in Metric Names

- The metric column headings do not use qualifiers such as “all,” “total,” “sum,” and “number.” That is because the “total” qualifier is implied if the metric is not preceded by anything less than the total. In other words, the use of the unqualified term, such as
- “MBs” or “sales,” indicates a reference to the sum of all MBs or sales considered within the report parameters.
- Conversely, if the term refers to fewer than the total number of market baskets, less sales, or other measure, it is preceded by a qualifier, such as “Ad MBs,” or “Ad Sales.”
- Averages are expressed by the construction of the metric name and the inclusion of the word “per.”
- Indexes are expressed by the inclusion of the forward slash (/) to indicate the relationship between the two values.

Table 6–1 Metric Term Short Name

Short Form	Long Form	Represents
+	Plus	Summed value
%	Percent	Percent
Ad	Advertised or Advertisement	Advertisement; ad event; Items that are advertised in the ad event
Ad Item	Ad Item	An item that is in the promotion group for a specific ad event
Ad MB	Ad Market Basket	A transaction that contains at least one advertised item

Table 6–1 (Cont.) Metric Term Short Name

Short Form	Long Form	Represents
AI	Affinity Item	An item, usually a non-ad item, that is pulled into the market basket by an ad item
Alloc	Allocated	Assigned or accredited
AP	Ad Period	Duration of the ad event; range of dates in which the promotion is active
Avg	Average	Average, the value obtained by dividing the sum of a set of quantities by the number of quantities in the set
BP	Baseline Period	Period during which a particular item was not an ad item in a any transaction
BP MB	Baseline Market Basket	A transaction that occurred during the baseline period; contrast with non-ad market baskets
Cost	Cost	Expense to the retailer
Count	Count	Number of unique items; does not include multiples
DI	Driver Item	Driver item or left-hand-side (LHS) item in affinity or cross-sell relationships, usually an advertised item
Discount	Discount	Amount of percent off the full, 100 percent baseline price
Group Item	Group Item	An item that belongs to a specific level of the product hierarchy; can indicate multiples of the same item
Group	Group	A specific level of the product hierarchy above the lowest level (item, UPC, or SKU): department, category, division, and so on
Group Ad MB	Group Ad Market Basket	A transaction that contains at least one ad item from a specific level of the product hierarchy
Group MB	Group Market Basket	A transaction that contains at least one item from a specific level of the product hierarchy
Group Non-Ad MB	Group Non-Ad Market Basket	A transaction that contains at least one item from a specific level of the product hierarchy, but contains no ad items

Table 6–1 (Cont.) Metric Term Short Name

Short Form	Long Form	Represents
Incr	Incremental	Additional market baskets, sales, or profit realized during the ad period, compared to the baseline period
Item	Item	Lowest level of the product hierarchy: the UPC, SKU, or store code level; specific item that is examined in the report
Items	Items	Multiples of one or more unique items
Item Ad MB	Item Ad Market Basket	A transaction that occurs during the ad period and includes at least one specific item that is on ad
Item Base MB	Item Baseline Market Baskets	A transaction that occurs during the baseline period and that includes at least one main item; contrast with non-ad market baskets
Item MB	Item Market Basket	A transaction that includes at least one main item
Item Non- Ad MB	Item Non-Ad Market Baskets	A transaction that includes at least one main item, but no ad items
MB	Market Basket	Market Basket, transaction, invoice, or visit
Non-ad	Not advertised	Items that are not advertised or not part of the promotion group during the ad event
Non-Ad MB	Non-Ad Market Basket	A transaction that contains no ad items; contrast with baseline market baskets
Non-Item MB	Non-Item Market Basket	A transaction that does not contain a specific focus item
Other Ad Item	Other Ad Item	Any ad item other than the specific item
Other Group	Other Group	Any group other than the specific group
Other Item	Other Item	Any item other than the specific item
Pred	Predicted	Predicted metrics
Price	Price	Expense to the customer
Profit	Profit	Profit or gross margin

Table 6–1 (Cont.) Metric Term Short Name

Short Form	Long Form	Represents
Promo Grp	Promotion Group	Group of unique ad items for a specific ad event; depending on the selected parameters for the report, can be all items in the event or all items from a specific group
Qty	Quantity	Sum of units, can include multiples of each unique item, can be integers or fractions, as in weight; contrast with count
ROI	Return on Investment	Profit generated by the ad event expressed as a percent of (divided by) the cost of the promotion or circular
Sales	Sales	Sales dollars or revenue collected from customers
SI	Specific Item	An item that is the subject of the report or that is included in a particular group of items under consideration
Unique Item	Unique Item	A distinct item; a member of the promotion group or of a specific level of the product hierarchy

Metric Names and Definitions

Table 6–2 Metric Names and Definitions

Metric	Definition
Actual Quantity	Actual number of units sold, for all items in the selected segment
Ad / Baseline Allocated Non-Ad Sales Index	Predicted sales generated by non-ad items during the ad event, compared to predicted sales generated by non-ad items during the baseline period; an index of 100 represents no change
Ad / Baseline Price Index	Ad item price (or predicted ad item price) compared to baseline item price; an index of 100 represents no change
Ad / Baseline Profit Index	Predicted profit generated by ad items compared to predicted profit generated by baseline items; an index of 100 represents no change
Ad / Baseline Sales Index	Predicted sales generated by ad items compared to predicted sales generated by baseline items; an index of 100 represents no change
Ad / Baseline Units Index	Number (or predicted number) of ad units sold compared to predicted number of baseline units sold; an index of 100 represents no change
Ad / Non-Ad Market Basket Items Index	Average quantity of items in each ad market basket compared to average quantity of items in each non-ad market basket; an index of 100 represents no change

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Ad / Non-Ad Market Basket Profit Index	Average profit generated by each ad market basket compared to average profit generated by each non-ad market basket; an index of 100 represents no change
Ad / Non-Ad Market Basket Sales Index	Average sales generated by each ad market basket, compared to average sales generated by each non-ad market basket; an index of 100 represents no change
Ad Allocated Non-Ad Sales	Predicted non-ad sales allocated to the focus item during the ad event
Ad Cost	Cost of ad circular for a particular ad event
Ad Item Profit	Profit generated by the focus item during the ad event
Ad Item Sales	Sales generated by the focus item during the ad event
Ad Market Basket Group Items	Quantity of items from the focus group in ad market baskets; includes multiples of unique items
Ad Market Basket Items	Quantity of ad and non-ad items sold in ad market baskets; includes multiples of unique items
Ad Market Basket Profit	Profit generated by both ad and non-ad items in ad market baskets
Ad Market Basket Profit Due to Group Items	Profit generated by items in the focus group in ad market baskets
Ad Market Basket Sales	Sales generated by both ad and non-ad items in ad market baskets
Ad Market Baskets	Count of market baskets that contained at least one ad item or at least one focus ad item
Ad Percent of Market Basket Items	Quantity of ad and non-ad items sold in ad market baskets as a percent of quantity of ad and non-ad items sold in total market baskets
Ad Percent of Market Basket Profit	Profit generated by ad market baskets as a percent of profit generated by total market baskets
Ad Percent of Market Basket Sales	Sales generated by ad market baskets as a percent of sales generated by total market baskets
Ad Percent of Market Baskets	Count of ad market baskets as a percent of count of total market basket
Ad Price	Price (or predicted price) for the item when it is in on-ad during the ad event
Ad Price per Item	Average price for each item in the promotion group during the ad event
Ad Profit	Profit (or predicted profit) generated by the ad item
Ad Sales	Sales (or predicted sales) generated by the ad item
Ad Units	Quantity (or predicted quantity) of ad items sold within a specific region for a specific week
Affinity Confidence	Percent of driver item market baskets that include an affinity item
Affinity Index	A measure of the extent to which the purchase of one item leads to the purchase of another item
Affinity Market Baskets	Count of market baskets considered for the affinity analysis

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Affinity Reverse Confidence	Affinity index that uses the cross-sell or affinity item as the driver item
Allocated Pages	Count of pages allocated to this group or item
Baseline Allocated Non-Ad Sales	Predicted non-ad sales allocated to the focus item during the baseline period
Baseline Item Profit	Profit generated by the focus item during the baseline period
Baseline Item Sales	Sales generated by the focus item during the baseline period
Baseline Price	Item price during the baseline period
Baseline Price	Predicted item price during the baseline period
Baseline Price per Item	Average price for each item in the promotion group during the baseline period
Baseline Profit	Profit (or predicted profit) generated by the focus item during the baseline period
Baseline Sales	Sales (or predicted sales) generated by the focus item during the baseline period
Baseline Units	Quantity (or predicted quantity) of items during the baseline period
Break-even Pages	Count of ad pages, based on cost, that were covered by revenue generated by the ad event
Break-even Percent of Ad Sales per Item	Average break-even point of sales generated by each unique ad item, compared to average actual sales generated by each unique ad item, expressed as a percent
Break-even Sales per Ad Item	Average sales that each unique ad item must generate to cover the cost of the ad event (total ad cost divided by number of unique on-ad items)
Chain Level Error	Mean Absolute Percent Error calculated from chain level aggregated units sold
Cost	Predicted item cost
Cost for Group or Item	Cost of ad pages for a particular group, department, or item
Cost per Page	Cost for each ad page for a particular promotion
Difference Ad Market Basket Percent versus Market Basket Percent	Difference between the percent of all ad market baskets that contain group items and the percent of all market baskets that contain group items
Difference Ad Profit	Difference between the actual and the predicted profit generated by the item during the ad event
Difference Ad Sales	Difference between the actual and the predicted ad item sales during the ad event
Difference Ad Units	Difference between the actual and the predicted quantity of ad items
Difference Ad versus Base Units Index	Difference between the actual and the predicted item indexes
Difference Ad versus Non-Ad Market Basket Items	Difference between average quantity of items in ad market baskets and average quantity of items in non-ad market baskets

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Difference Ad versus Non-Ad Market Basket Profit	Difference between average profit generated by each ad market basket and average profit generated by each non-ad market basket
Difference Ad versus Non-Ad Market Basket Sales	Difference between average sales generated by each ad market basket and average sales generated by each non-ad market basket
Difference Ad versus Non-Ad Profit Due to Ad Market Baskets	Portion of profit generated during the ad event that can be attributed to ad market baskets
Difference Ad versus Non-Ad Profit per Market Basket	Difference between average profit generated by each ad market basket and average profit generated by each non-ad market basket
Difference Ad versus Non-Ad Sales per Market Basket	Difference between average sales generated by each ad market basket and average sales generated by each non-ad market basket
Difference Ad versus Non-Ad Sales per Market Basket Due to Ad Items	Portion of average sales difference that can be attributed to the ad portion of ad market baskets
Difference Ad versus Non-Ad Sales per Market Basket Due to Non-Ad Items	Portion of average sales difference that can be attributed to the non-ad portion of ad market baskets
Difference Base Profit	Difference between the actual and the predicted profit generated by the item during the baseline period
Difference Base Sales	Difference between the actual and the predicted sales generated by the item during the baseline period
Difference Base Units	Difference between the actual and the predicted quantity of baseline items
Difference from Ad Item Profit per Market Basket	Portion of average profit difference that can be attributed to ad items
Difference from Ad item Sales per Market Basket	Portion of average sales difference that can be attributed to the ad portion of ad market baskets
Difference from Ad Items per Market Basket	Portion of average quantity of items difference that can be attributed to the ad portion of ad market baskets
Difference from Non-Ad Item Profit per Market Basket	Portion of average profit difference that can be attributed to non-ad items
Difference from Non-Ad Item Sales per Market Basket	Portion of average sales difference that can be attributed to the non-ad portion of ad market baskets
Difference from Non-Ad Items per Market Basket	Portion of average quantity of items difference that can be attributed to the non-ad portion of ad market baskets
Difference in Items per Ad/Non- Ad Market Basket	Difference between average quantity of items in ad market baskets and average quantity of items in non-ad market baskets
Difference in Profit per Ad versus Non-Ad Market Basket	Difference between average profit generated by each ad market basket and average profit generated by each non-ad market basket
Difference in Sales per Ad versus Non-Ad Market Basket	Difference between average sales generated by each ad market basket and average sales generated by each non-ad market basket

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Difference Incremental Allocated Non-Ad Sales	Difference between the actual and the predicted additional allocated non-ad sales
Difference Incremental Sales	Difference between the actual and the predicted additional item sales
Difference Incremental Sales plus Allocated Non-Ad Sales	Difference between the actual and the predicted additional item sales plus allocated non-ad sales
Difference Incremental Units	Difference between the actual and the predicted quantity of additional items sold
Discount per Item	Average difference between ad item price and baseline item price, expressed as a percent of the baseline item price
Group Ad Market Basket Percent of Group Market Baskets	Count of ad market baskets that contain an item from the focus group as a percent of all market baskets that contain group items
Group Ad Market Baskets	Count of ad market baskets that contain an item from the focus group
Group Item Profit	Profit generated by items from the focus group
Group Item Profit per Market Basket	Average profit generated by focus group items in each market basket
Group Item Sales	Sales generated by items from the focus group
Group Item Sales per Market Basket	Average sales generated by items in the focus group for each market basket
Group Items	Quantity sold of items in the focus group; can include multiples of unique items
Group Items per Market Basket	Average quantity of focus group items in each market basket
Group Market Basket Profit	Profit generated by market baskets that contain an item from the focus group
Group Market Basket Sales	Sales generated by market baskets that contain an item from the focus group
Group Market Baskets	Count of market baskets that contained an item from the focus group
Group Non-Ad Market Baskets	Count of market baskets that contained an item from the focus group, but no ad items
Group Percent of Ad Items	Quantity sold of ad items from the focus group as a percent of total quantity of ad items
Group Percent of Ad Market Basket Profit	Profit generated by items in the focus group in ad market baskets as a percent of profit generated by total ad market baskets
Group Percent of Ad Market Basket Sales	Sales generated by items in the focus group in ad market baskets as a percent of sales generated by total ad market baskets
Group Percent of Items	Quantity sold of items from the focus group as a percent of total quantity of items
Group Percent of Market Basket Profit	Profit generated by items in the focus group as a percent of total profit
Group Percent of Market Baskets	Count of market baskets that contain an item from the focus group as a percent of count of total market baskets

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Group Percent of Profit	Profit generated by items from the focus group as a percent of total profit generated by market baskets
Group Percent of Report Level Profit	Profit generated by items from the focus group as a percent of profit reported at this level
Group Percent of Report Level Sales	Sales generated by items from the focus group as a percent of sales reported at this level
Group Percent of Sales	Sales generated by items in the focus group as a percent of total sales
Incremental Allocated Non-Ad Profit	Additional profit generated by non-ad items, allocated to the focus item or group
Incremental Allocated Non-Ad Profit per Incremental Market Basket	Average additional profit generated by non-ad items that are allocated to the focus item, in each additional market basket
Incremental Allocated Non-Ad Sales	Additional (or predicted additional) non-ad sales allocated to the focus item, measured from the baseline period to the ad event
Incremental Allocated Non-Ad Sales	Additional non-ad sales, allocated to the focus item or group
Incremental Allocated Non-Ad Sales per Incremental Market Basket	Average additional sales generated by non-ad items that are allocated to the focus item, in each additional market basket
Incremental Item Market Baskets	Additional count of market baskets that contain the item, measured from the baseline period to the ad event
Incremental Item plus Allocated Non-Ad Profit	Additional profit generated by the item plus additional profit generated by non-ad items and allocated to the focus item, measured from the baseline period to the ad event
Incremental Item plus Allocated Non-Ad Profit per Page	For each ad page, additional or incremental focus item or group profit plus non-ad profit allocated to the focus item or group, measured from the baseline period to the ad event
Incremental Item plus Allocated Non-Ad Sales	Additional sales generated by the item plus additional non-ad sales allocated to the item, measured from the baseline period to the ad event
Incremental Item plus Allocated Non-Ad Sales per Page	For each ad page, additional focus item or group sales and additional non-ad sales allocated to the focus item or group, measured from the baseline period to the ad event
Incremental Item plus Non-Ad Sales	Additional sales generated by the item plus additional non-ad sales, measured from the baseline period to the ad event
Incremental Item Profit	Additional profit generated by the focus item or group, measured from the baseline period to the ad event
Incremental Item Sales	Additional sales generated by the focus item, measured from the baseline period to the ad event
Incremental Market Baskets	Additional count of market baskets that contain at least one focus item from the group, measured from the baseline period to the ad event
Incremental Non-Ad Profit	Additional profit generated by additional non-ad items, measured from the baseline period to the ad event
Incremental Non-Ad Sales	Additional sales generated by additional non-ad items, measured from the baseline period to the ad event

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Incremental Profit	Predicted additional profit generated by the focus item, measured from the baseline period to the ad event
Incremental Profit per Unit of Ad Cost	Average additional profit realized for each dollar or other monetary unit of advertising cost
Incremental Sales	Additional (or predicted additional) sales generated by the focus item, measured from the baseline period to the ad event
Incremental Sales plus Allocated Non-Ad Sales	Additional sales generated by the item plus additional non-ad sales allocated to the item, measured from the baseline period to the ad event
Incremental Units	Additional (or predicted additional) quantity of items sold, measured from the baseline period to the ad event
Item Ad / Baseline Market Basket Index	Count of item ad market baskets compared to count of item baseline market baskets; an index of 100 represents no change
Item Ad Market Basket Profit	Profit generated by the focus items in ad market baskets
Item Ad Market Basket Sales	Sales generated by the focus items in ad market baskets
Item Ad Market Baskets	Count of ad market baskets that contain at least one focus item
Item Baseline Market Baskets	Count of baseline market baskets that contain the item
Item Market Basket Percent of Ad Market Baskets	Count of ad market baskets that contained the focus item as a percent of total ad market baskets
Item Sales per Ad Market Basket	Average sales generated by the focus item for each ad market basket
Items per Ad Market Basket	Average quantity of items or focus items in each ad market basket
Items per Market Basket	Average quantity of items in each market basket
Items per Non-Ad Market Basket	Average quantity of items in each non-ad market basket
Market Basket Items	Quantity of items sold across all market baskets; includes multiples of unique items
Market Basket Profit	Profit generated by all market baskets
Market Basket Sales	Sales generated by all market baskets
Market Baskets	Count of market baskets
No Other Percent of Item Ad Market Baskets	Percent of all item market baskets that contained no other ad items other than the focus item
Non-Ad Market Basket Items	Quantity of items sold in non-ad market baskets; includes multiples of unique items
Non-Ad Market Basket Sales	Sales generated by non-ad market baskets
Non-Ad Market Baskets	Count of market baskets that contained no ad items
Non-Ad Percent of Market Basket Items	Quantity of items sold in non-ad market baskets as a percent of quantity of ad and non-ad items sold in total market baskets
Non-Ad Percent of Market Basket Profit	Profit generated by non-ad market baskets as a percent of profit generated by total market baskets

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Non-Ad Percent of Market Basket Sales	Sales generated by non-ad market baskets as a percent of sales generated by total market baskets
Non-Ad Profit	Profit generated by non-ad market baskets
Non-Ad Sales	Sales generated by non-ad market baskets
Other Ad Items per Item Market Basket	Average quantity of ad items other than focus items, included in item market baskets
Other Ad Market Basket Profit	Profit generated by items other than the focus item, in ad market baskets; can include other ad items
Other Ad Market Basket Sales	Sales generated by items other than the focus item, in ad market baskets; can include other ad items
Other Items per Ad Market Basket	Average quantity of items other than focus items, in each ad market basket
Other Items per Group Market Basket	Average quantity of items that are not in the focus group in each market basket
Other Percent of Group Market Basket Sales	Sales generated by items that are not in the focus group as a percent of sales generated by group market baskets
Other Percent of Market Basket Profit	Profit generated by items that are not in the focus group as a percent of profit generated by total market baskets
Other Profit per Ad Market Basket	Average profit generated by items other than focus items, in each ad market basket
Other Profit per Market Basket	Average profit generated by items not in the focus group for each market basket
Other Sales per Ad Market Basket	Average sales generated by items other than focus items, in each ad market basket
Other Sales per Market Basket	Average sales generated by items not in the focus group for each market basket
Pages	Count of pages in ad circular
Pages Allocated from Profit	Count of pages allocated to this group, based on group item profit plus allocated non-ad profit, regardless of circular size
Pages Allocated from Profit - 24 Pages	Count of pages allocated to this group, based on group item profit plus allocated non-ad profit, based on a 24-page circular
Pages Allocated from Sales	Count of pages allocated to this group, based on group item sales plus allocated non-ad sales, regardless of circular size
Pages Allocated from Sales - 24 Pages	Count of pages allocated to this group, based on group item sales plus allocated non-ad sales, based on a 24-page circular
Percent Difference Actual versus Predicted Units Index	Difference between the actual and the predicted item indexes, as a percent of the actual items index
Percent Difference Ad Profit	Difference between the actual and the predicted profit generated by the item, as a percent of the actual ad item profit
Percent Difference Ad Sales	Difference between the actual and the predicted ad item sales, as a percent of the actual item sales
Percent Difference Ad Units	Difference between the actual and the predicted number of ad items, as a percent of the total number of actual items sold
Percent Difference Base Profit	Difference between the actual and the predicted profit, as a percent of the actual baseline item gross margin

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Percent Difference Base Sales	Difference between the actual and the predicted item sales, as a percent of the actual baseline item sales
Percent Difference Base Units	Difference between the actual and the predicted quantity of baseline items, as a percent of the actual total quantity of items sold during the baseline period
Percent Difference Incremental Allocated Non-Ad Sales	Difference between the actual and the predicted additional allocated non-ad sales, as a percent of the actual additional allocated non-ad sales
Percent Difference Incremental plus Allocated Non-Ad Sales	Difference between the actual and the predicted additional item sales plus allocated non-ad sales, as a percent of the actual additional item plus allocated non-ad sales
Percent Difference Incremental Sales	Difference between the actual and the predicted additional item sales, as a percent of the actual additional item sales
Percent Difference Incremental Units	Difference between the actual and the predicted quantity of additional items sold, as a percent of the actual total quantity of additional items
Predicted Ad / Baseline Price Index	Predicted ad item price compared to predicted baseline item price; an index of 100 represents no change
Predicted Ad / Baseline Units Index	Predicted quantity of ad items compared to predicted quantity of baseline items; an index of 100 represents no change
Predicted Ad Price	Predicted price of the ad item
Predicted Ad Profit	Predicted profit generated by the ad item
Predicted Ad Sales	Predicted sales generated by the ad item
Predicted Ad Units	Predicted quantity of ad items
Predicted Baseline Price	Predicted item price during the baseline period
Predicted Baseline Profit	Predicted profit generated by the focus item during the baseline period
Predicted Baseline Sales	Predicted sales generated by the focus item during the baseline period
Predicted Baseline Units	Predicted quantity of items during the baseline period
Predicted Cost	Predicted item cost
Predicted Incremental Allocated Non-Ad Sales	Predicted additional non-ad sales allocated to the focus item, measured from the baseline period to the ad event
Predicted Incremental Item Sales	Predicted additional sales generated by the focus item, measured from the baseline period to the ad event
Predicted Incremental Item Sales plus Predicted Allocated Non-Ad Sales	Predicted additional item sales plus allocated non-ad sales, measured from the baseline period to the ad event
Predicted Incremental Units	Predicted quantity of additional items, measured from the baseline period to the ad event
Predicted Quantity	Predicted number (generated by the model) of units sold
Price per Group Item	Average price for each item in the focus group
Price per Item	Average price for each item in the market basket
Price per Other Item	Average price for each item that is not in the focus group

Table 6–2 (Cont.) Metric Names and Definitions

Metric	Definition
Profit after Ad Cost	Net profit for a particular ad event after costs of the ad circular are deducted
Profit per Ad Market Basket	Average profit generated by each ad market basket
Profit per Affinity Market Basket	Average profit generated by each affinity market basket
Profit per Market Basket	Average profit generated by each market basket
Profit per Non-Ad Market Basket	Average profit generated by each non-ad market basket
Profit per Page	Average profit generated by each ad page for a particular ad event after costs of the ad circular are deducted
ROI	Net profit for a particular ad event as a percent of the cost of the ad circular
Sales	Sales generated by all market baskets
Sales per Ad Market Basket	Average sales generated by each ad market basket
Sales per Affinity Market Basket	Average sales generated by each affinity market basket
Sales per Item Ad Market Basket	Average sales generated by each ad market basket
Sales per Market Basket	Average sales generated by each market basket
Sales per Non-Ad Market Basket	Average sales generated by each non-ad or group non-ad market basket
Sales per Unique Ad Item	Average sales generated by each, unique, on-ad item
Store Level Error	Total of Mean Absolute Percent Error calculated at the item/store level
Unique Ad Items	Count of unique items on ad
Unique Affinity Items	Count of unique affinity items that tend to sell with the driver item
Unique Driver Items	Count of unique driver items
Unique Group Items	Count of unique items in a specific level of the product hierarchy
Units per Ad Market Basket	Average quantity of focus items and other items sold, in each ad market basket
Units per Affinity Market Basket	Average quantity of items in each affinity market basket

