Digital Dashboard Quick Reference Guide

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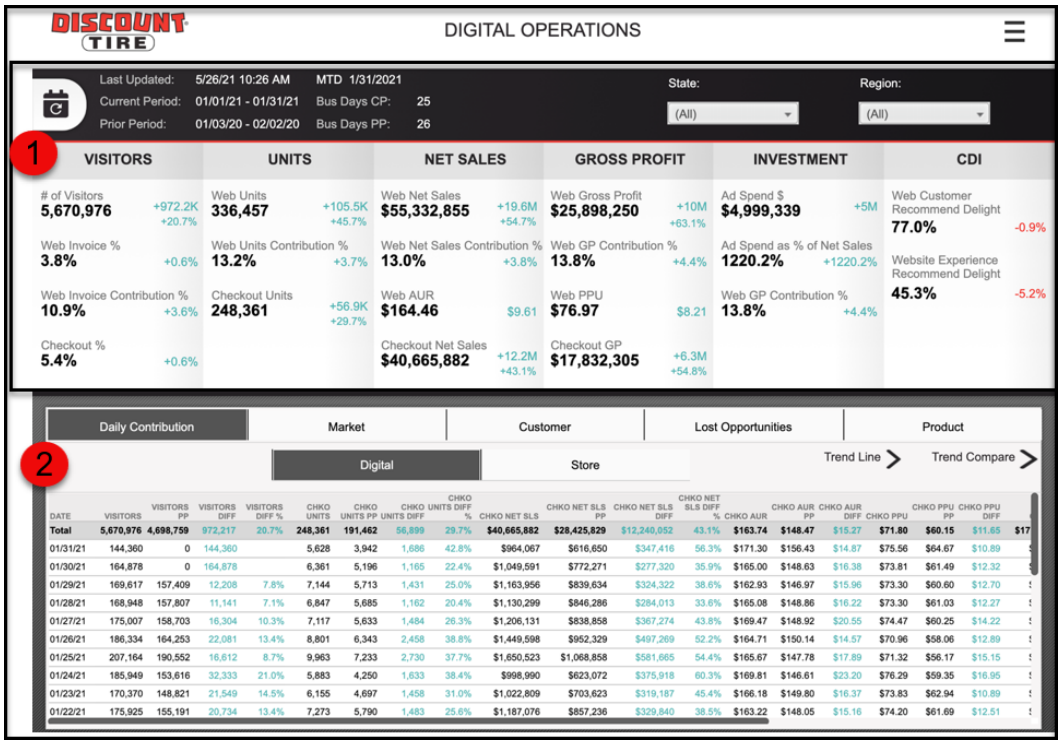
Overview

The digital dashboard, as shown below, provides a variety of relevant data and metrics grouped into two main sections: (1) Key Performance Indicators (KPIs) and (2) Grid Section located below the KPIs. Although, the two areas are independent of each other, they work together as a user clicks on a KPI, the related metrics in the Grid update.



Note: For definitions or business glossary please refer [Digital Operations Dashboard Dictionary](#).

1. Key Performance Indicators (KPIs)

There are six KPIs, including Victors, Units, Net Sales, Gross Profit, Investment, and CDI displayed in separate tabs in the top section of this dashboard. The user can click on each tab to view detailed metrics related to each KPI.

2. Grid

There are five main tabs in this section, including Daily Contribution, Market, Customer, Lost Opportunities, and Product. By clicking on each one, the user can view detailed data, presented in sub-groups, related to the Current Periods metrics, Prior Period metrics, Difference between Current Period and Prior Period, and Difference % between Current Period and Prior Period.

The following pages will present in more detail each of these two sections by providing insight into each KPI's metrics.

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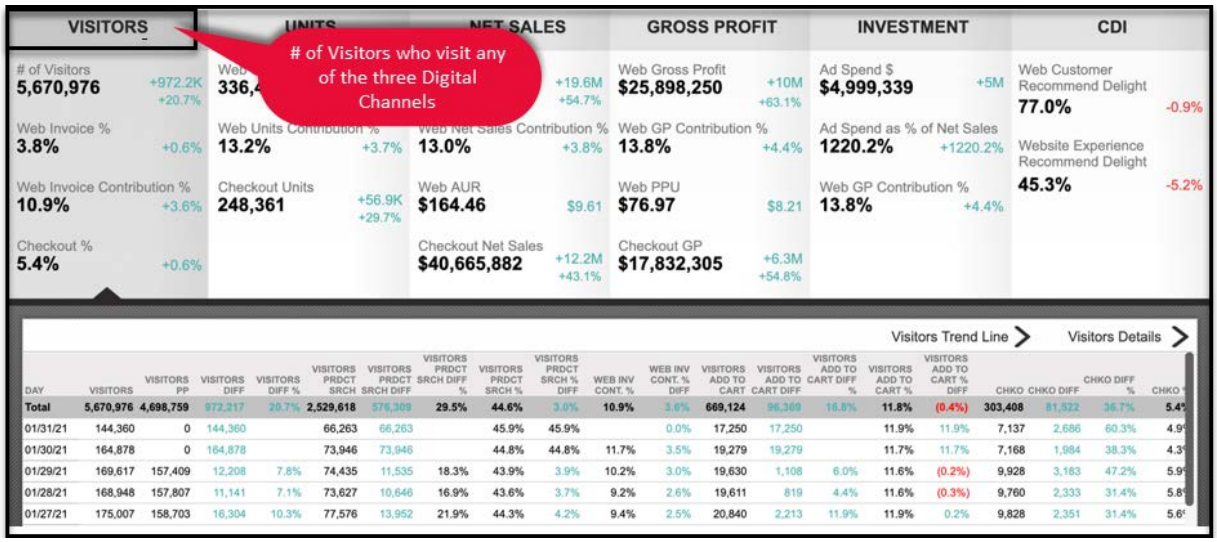
Key Performance Indicators

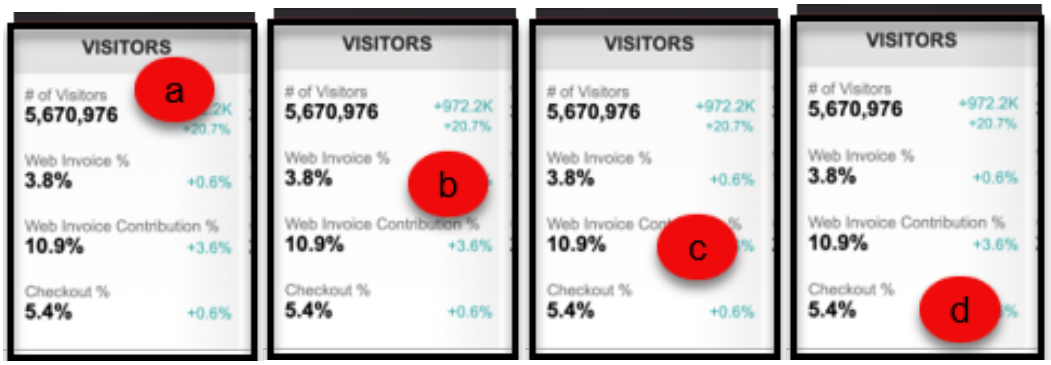
In the Grid section for each KPI, users can click on Trend Line and Details to see trends and detailed metrics related to the KPI.

- **Visitors**



DAY	VISITORS	VISITORS PP	VISITORS DIFF	VISITORS DIFF %	VISITORS PRDCT SRCH	VISITORS PRDCT SRCH DIFF	VISITORS PRDCT SRCH DIFF %	VISITORS PRDCT SRCH %	VISITORS PRDCT SRCH % DIFF	WEB INV CONT. %	WEB INV CONT. % DIFF	VISITORS ADD TO CART	VISITORS ADD TO CART DIFF	VISITORS ADD TO CART DIFF %	VISITORS ADD TO CART %	VISITORS ADD TO CART % DIFF	CHKO	CHKO DIFF	CHKO DIFF %	CHKO
Total	5,670,976	4,698,759	972,217	20.7%	2,529,618	576,309	29.5%	44.6%	3.0%	10.9%	3.6%	669,124	96,369	16.8%	11.8%	(0.4%)	303,408	81,522	36.7%	5.4
01/31/21	144,360	0	144,360		66,263	66,263		45.9%	45.9%		0.0%	17,250	17,250		11.9%	11.9%	7,137	2,686	60.3%	4.9
01/30/21	164,878	0	164,878		73,946	73,946		44.8%	44.8%	11.7%	3.5%	19,279	19,279		11.7%	11.7%	7,168	1,984	38.3%	4.3
01/29/21	169,617	157,409	12,208	7.8%	74,435	11,535	18.3%	43.9%	3.9%	10.2%	3.0%	19,630	1,108	6.0%	11.6%	(0.2%)	9,928	3,183	47.2%	5.9
01/28/21	168,948	157,807	11,141	7.1%	73,627	10,646	16.9%	43.6%	3.7%	9.2%	2.6%	19,611	819	4.4%	11.6%	(0.3%)	9,760	2,333	31.4%	5.8
01/27/21	175,007	158,703	16,304	10.3%	77,576	13,952	21.9%	44.3%	4.2%	9.4%	2.5%	20,840	2,213	11.9%	11.9%	0.2%	9,828	2,351	31.4%	5.6

a. **# of Visitors** - # of Visitors who visit any of the three Digital Channels
b. **Web Invoice %** - # of Finalized Web Invoices / # of Visitors
c. **Web Invoice Contribution %** - # of Finalized Web Invoices / # of Total Invoices
d. **Checkout %** - # of Checkout Web Invoices / # of Visitors



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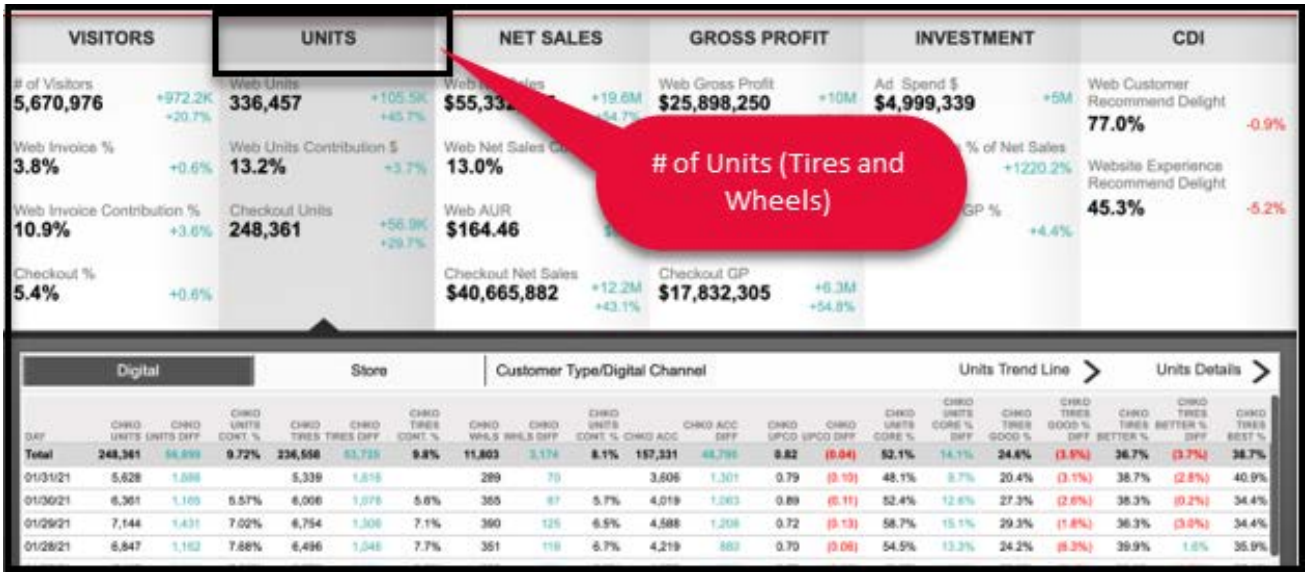
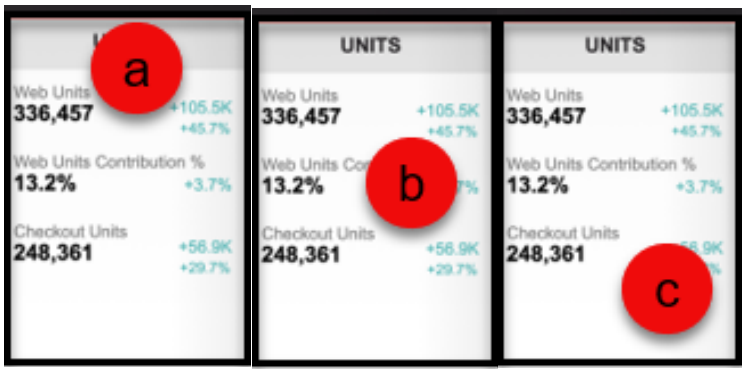
- **Units**



a. **Web Units** – # of Units (Tires and Wheels) on Finalized Web Invoices
b. **Web Units Contribution %** - Web Units / Total Units
c. **Checkout Units** - # of Checkout Units (this includes BOPIS, ROPIS, Direct to Consumer, eBay, and "Make Appointment" transactions)



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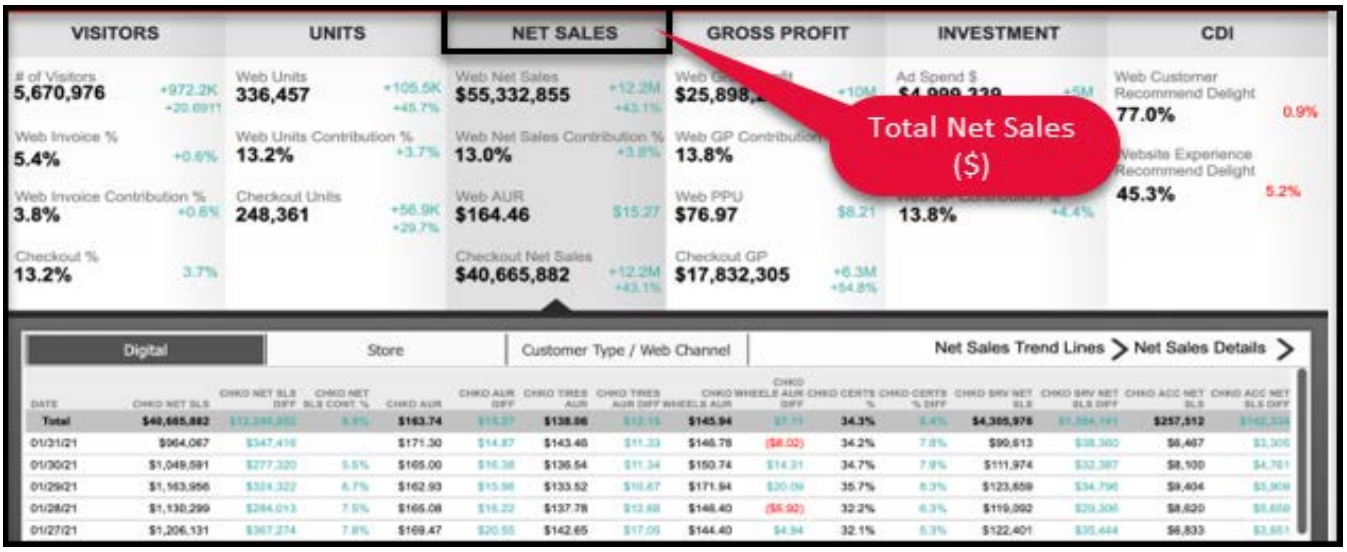
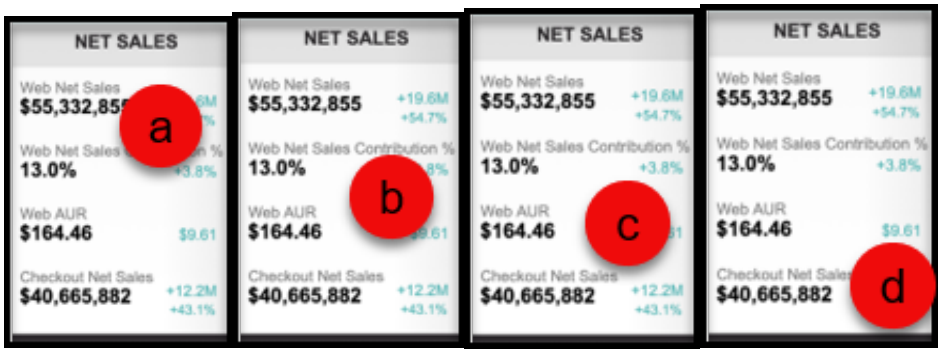
- **Net Sales**



a. **Web Net Sales** – Total Net Sales ($) on Finalized Web Invoices
b. **Web Net Sales Contribution %** - Web Net Sales / Total Net Sales
c. **Web AUR** – Average Unit Retail price for Finalized Web Invoices (Web Net Sales / T/W Web Units)
d. **Checkout Net Sales** - Total Net Sales ($) on Checkout Transactions



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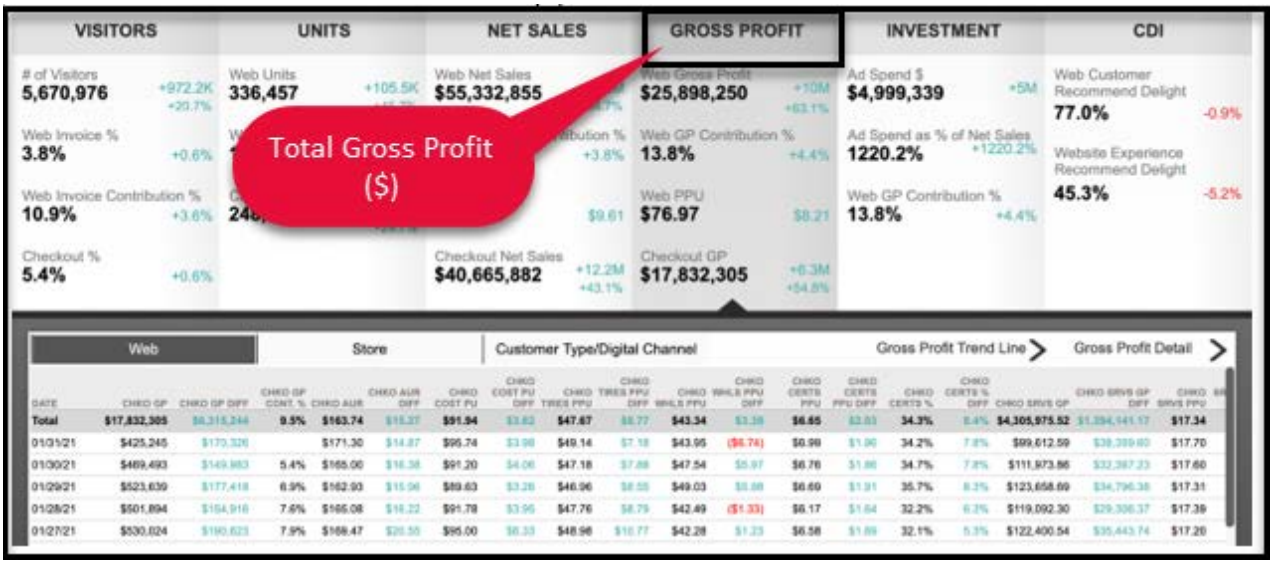
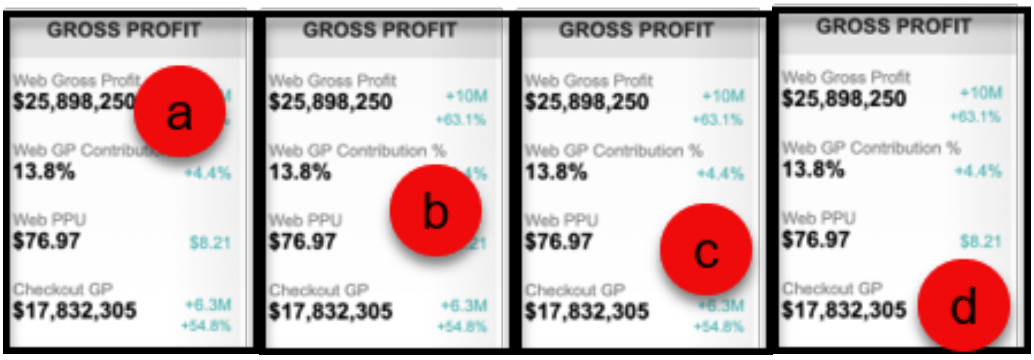
- **Gross Profit**



a. **Web Gross Profit** - Total Gross Profit ($) on Finalized Web Invoices
b. **Web GP Contribution %** - Web Gross Profit / Profit on Net Sales using COGS
c. **Web PPU** – Profit Per Unit on Finalized Web Invoices
d. **Checkout GP** - Total Gross Profit ($) on Checkout Transactions



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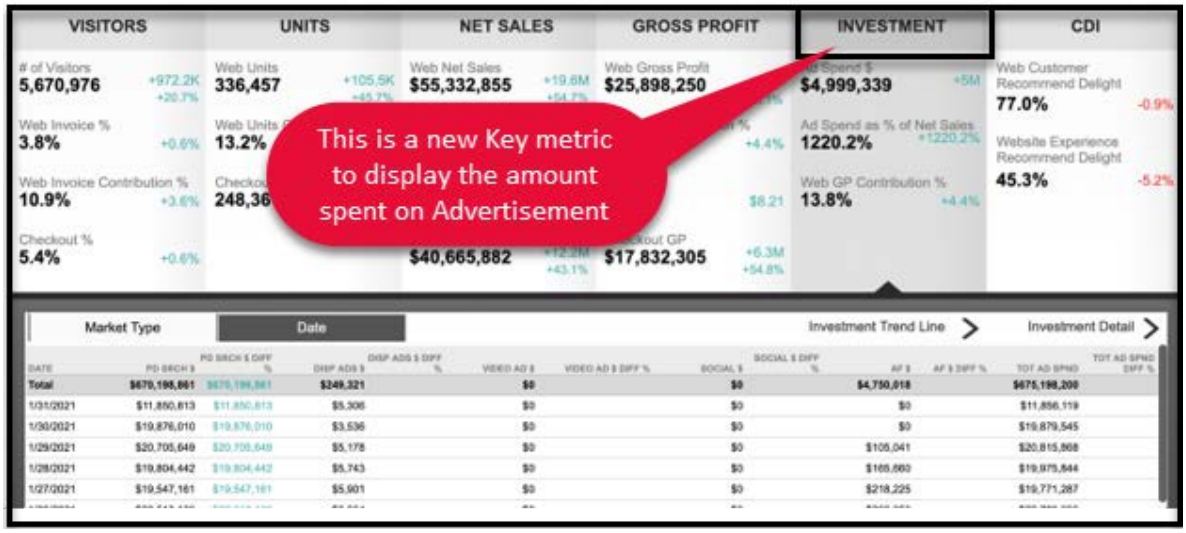
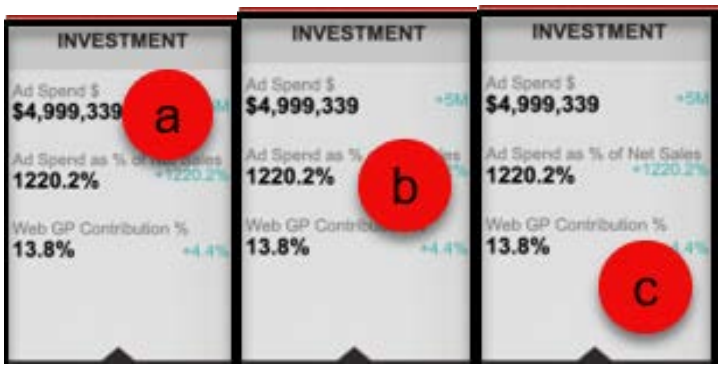
- **Investments**



a. **Ad Spend $** - Total $ amount spent on digital advertising
b. **Ad Spend as % of Net Sales** – Ad Spend $ / Web Net Sales
c. **Web GP Contribution %** - Web Gross Profit / Profit on Total Net Sales using COGS



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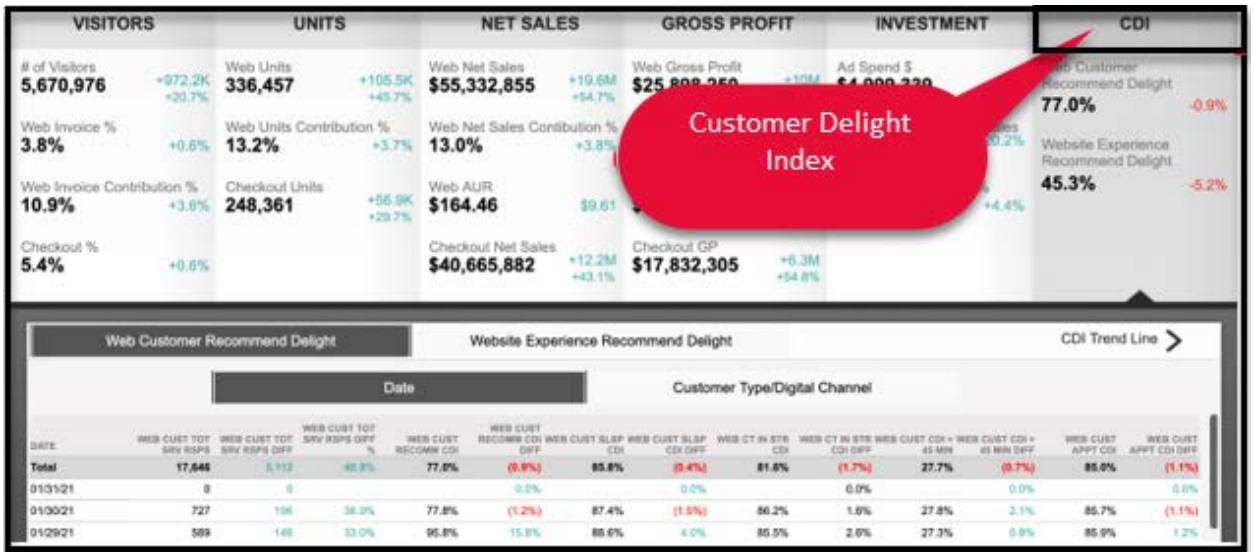
- **CDI** - Customer Delight Index



a. **Web Customer Recommend Delight** – Web Customer Recommend Delight is the CDI-Recommend metric for web customers that visit the store for finalized invoices and respond to the Store or DTD CDI survey emailed to them after their store visit.

b. **Website Experience Recommend Delight** - Web Experience Recommend Delight is the CDI-Recommend metric for website visitors that respond to the Website experience survey which is accessible via link on both the confirmation page and confirmation email after the web-transaction.

Grid Section

There will be metrics available on the bottom grid that will display the Current Period metrics, Prior Period metrics, Difference between Current Period and Prior Period and Difference % between Current Period and Prior Period. As a user clicks on the KPI the Grid Metrics will change.

1. **Daily Contribution** – Displays the metrics by date. The **Digital** Panel shows the checkout metrics. The **Store** Panel shows metrics for the web invoices that are finalized in the store.

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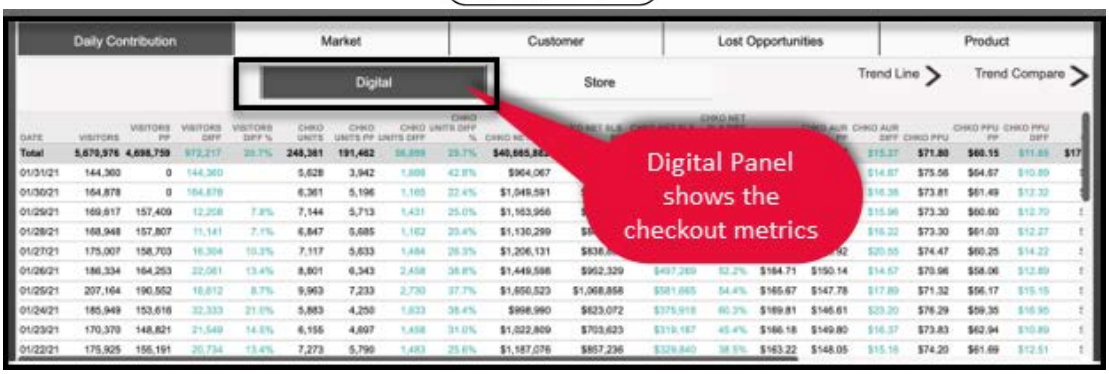
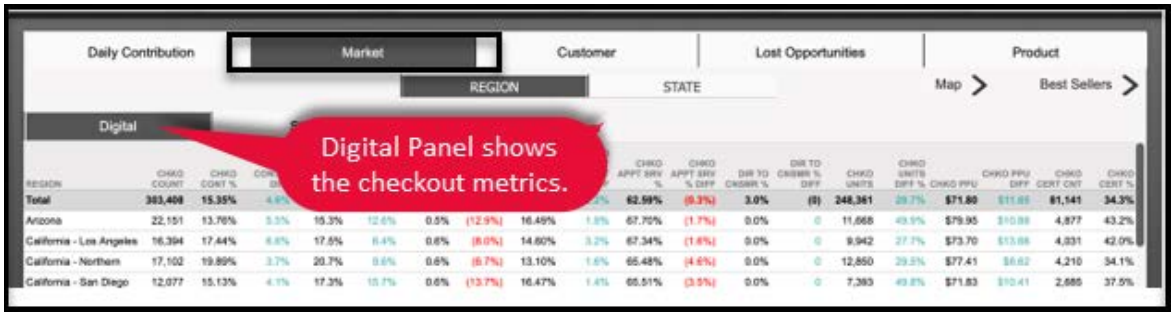


2. Market – Displays the metrics by Region or State.

Metrics can also be viewed by **Digital** or **Store**. The Digital Panel shows the checkout metrics.



Whereas the Store Panel (b) shows metrics for web invoices that are finalized in the store viewed by **Digital** or **Store**.

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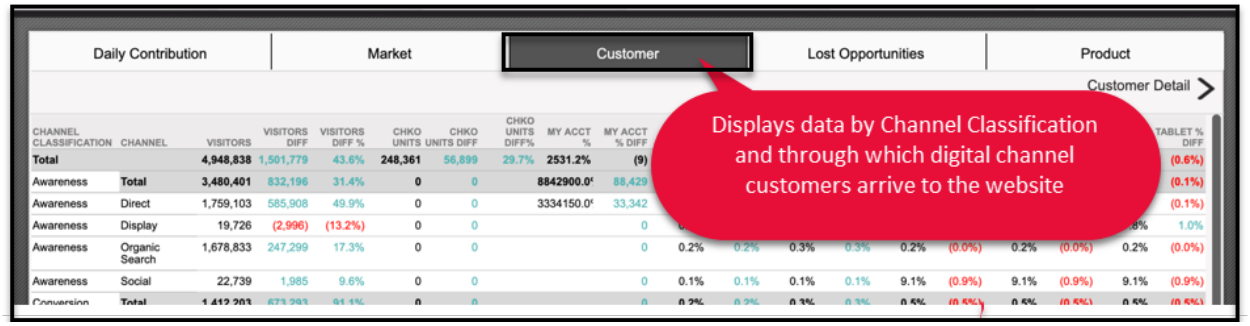
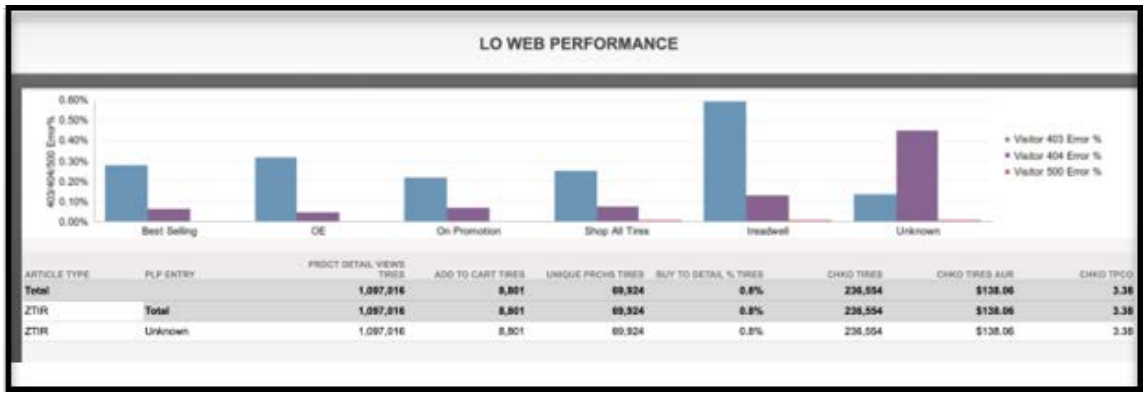
3**. Customer** – Displays data by Channel Classification and through which digital channel customers arrive to the website.



4**. Lost Opportunities** – Displays how many customers visited the website but did not checkout.



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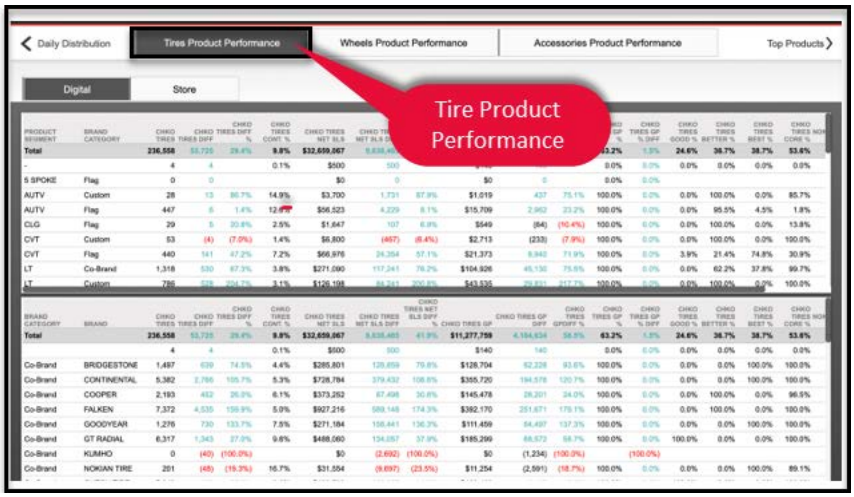
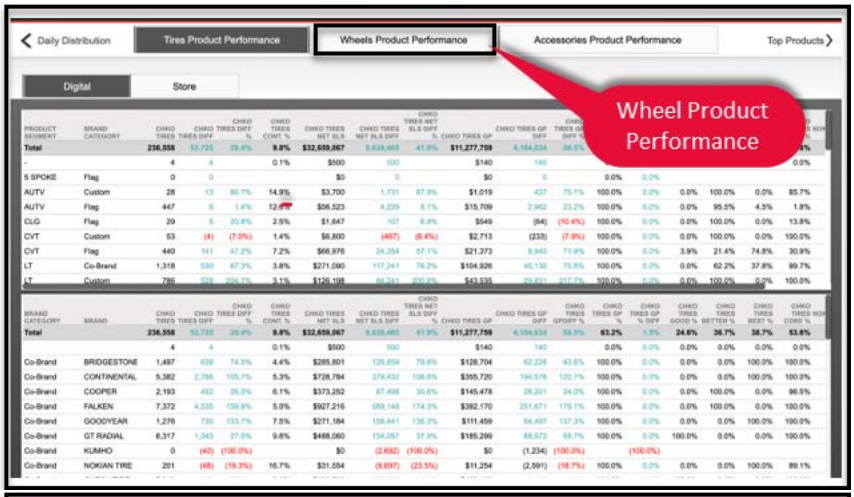
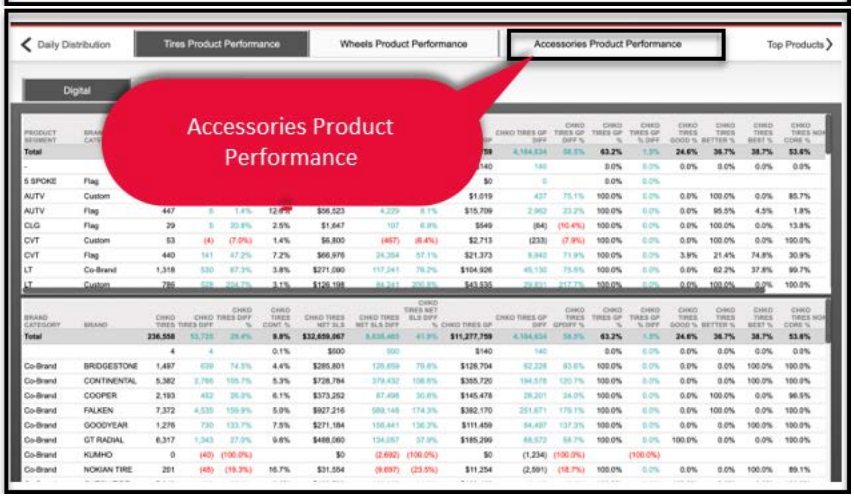
5. **Product –** Displays metrics by different Product Segment and Brand Category. Separate panels shown below will be available to show the metrics by Tires, Wheels, Accessories, and Top Products.







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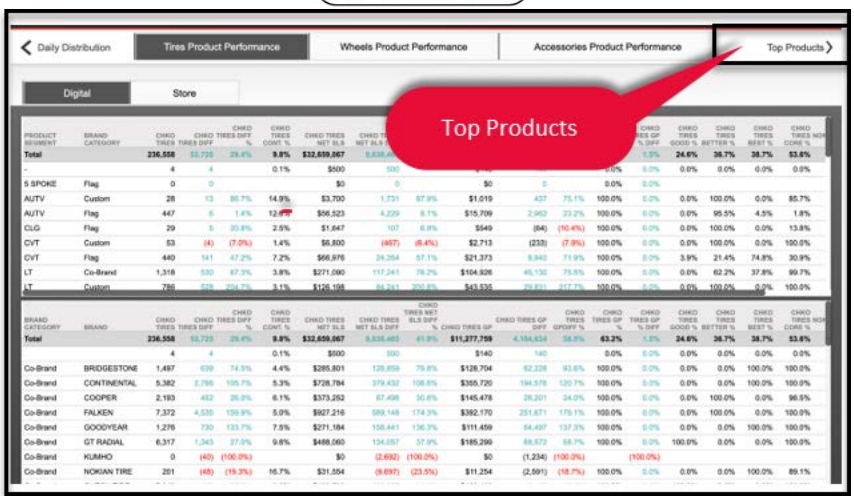

For any questions related to the Digital Operations Dashboard, please reach out to
BI_Support@Discounttire.com

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Appendix:

Below are some of the abbreviations used on the dashboard.

Abbreviation	Definition
ACC	Accessory
ACCT	Account
AF	Affiliate
APPT	Appointment
C2C	Click to Call
CDI	Customer Delight Index
CERT	Certificate
CHKO	Checkout
CMPL	Completed
CNSLT	Consultation
CNSMR	Consumer
CNT	Count
CONT	Contribution
DET	Detractors
DIR TO CNSMR	Direct to Consumer
DISP	Display
DISP	Display
DSKTP	Desktop
EXP	Experience
FIL	Found It Lower
FNLZD	Finalized
GP	Gross Profit
INV	Invoice
LO	Lost Opportunities
NET SLS	Net Sales
PD SRCH	Paid Search
PLP	Product List Page
PRDCT SRCH	Product Search
REC CDI	Recommend CDI
SRV	Service
STR LCTR	Store Locator
TPCO	Tires Per Checkout Order
UPCO	Units Per Check Out
UPWI	Units Per Web Invoices
WEB CT IN STR CDI	Web Customer In-Store CDI
WEB CUST APPT CDI	Web Customer with Appointment Recommend CDI
WEB CUST SLSP CDI	Web Customer Salesperson CDI
WEB CUST TOT SRV RSPS	Web Customer Total Survey Responses

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