



## 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.

The screenshot displays the Digital Operations Dashboard. At the top, there are three tabs: 'DISCOUNT TIRE' (selected), 'DIGITAL OPERATIONS', and a third tab represented by three horizontal lines. Below the tabs, there are several filters: 'Last Updated: 5/26/21 10:26 AM MTD 1/31/2021', 'Current Period: 01/01/21 - 01/31/21 Bus Days CP: 25', 'Prior Period: 01/03/20 - 02/02/20 Bus Days PP: 26', 'State: (All)', and 'Region: (All)'. A red circle with the number '1' highlights the 'VISITORS' tab under the KPI section. The KPI table shows the following data:

VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
# of Visitors <b>5,670,976</b>	+972.2K +20.7%	Web Units <b>336,457</b>	+105.5K +45.7%	Web Net Sales <b>\$55,332,855</b>	+19.6M +54.7%	Web Gross Profit <b>\$25,898,250</b>	+10M +63.1%	Ad Spend \$ <b>\$4,999,339</b>	+5M	Web Customer Recommend Delight <b>77.0%</b>	-0.9%
Web Invoice % <b>3.8%</b>	+0.6%	Web Units Contribution % <b>13.2%</b>	+3.7%	Web Net Sales Contribution % <b>13.0%</b>	+3.8%	Web GP Contribution % <b>13.8%</b>	+4.4%	Ad Spend as % of Net Sales <b>1220.2%</b>	+1220.2%	Website Experience Recommend Delight <b>45.3%</b>	-5.2%
Web Invoice Contribution % <b>10.9%</b>	+3.6%	Checkout Units <b>248,361</b>	+56.9K +29.7%	Web AUR <b>\$164.46</b>	\$9.61	Web PPU <b>\$76.97</b>	\$8.21	Web GP Contribution % <b>13.8%</b>	+4.4%		
Checkout % <b>5.4%</b>	+0.6%			Checkout Net Sales <b>\$40,665,882</b>	+12.2M +43.1%	Checkout GP <b>\$17,832,305</b>	+6.3M +54.8%				

A red circle with the number '2' highlights the 'Digital' tab under the Grid section. The grid table shows detailed data for various metrics across different dates, including visitors, units, net sales, gross profit, and investment figures. The table has columns for DATE, VISITORS, VISITORS\_PP, VISITORS\_DIFF, VISITORS\_DIFF%, CHKO\_UNITS, CHKO\_UNITS\_PP, CHKO\_UNITS\_DIFF, CHKO\_UNITS\_DIFF%, CHKO\_NET\_SLS, CHKO\_NET\_SLS\_PP, CHKO\_NET\_SLS\_DIFF, CHKO\_NET\_SLS\_DIFF%, CHKO\_AUR, CHKO\_AUR\_PP, CHKO\_AUR\_DIFF, CHKO\_PPU, CHKO\_PPU\_PP, CHKO\_PPU\_DIFF, and CHKO\_PPU\_DIFF%.

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

### 1. Key Performance Indicators (KPIs)

There are six KPIs, including Visitors, 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.

## 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.

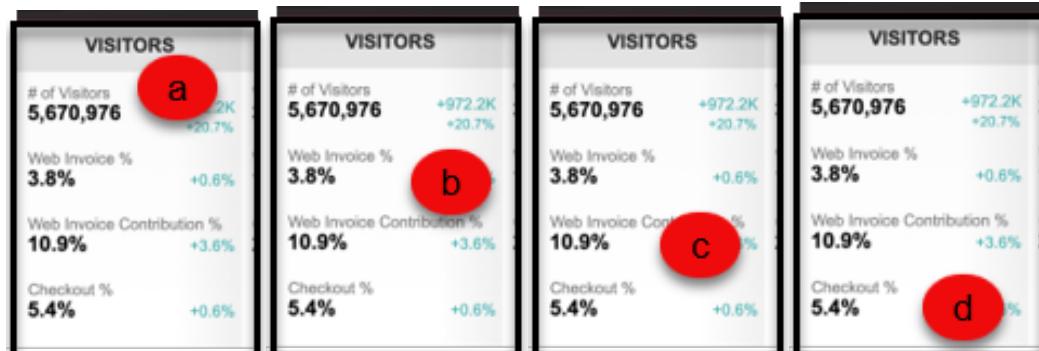
### • Visitors

VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
# of Visitors <b>5,670,976</b>	+972.2K +20.7%	Web <b>336,4</b>		# of Visitors who visit any of the three Digital Channels		Web Gross Profit <b>\$25,898,250</b>	+19.6M +54.7%	Web GP Contribution % <b>13.8%</b>	+10M +63.1%	Ad Spend \$ <b>\$4,999,339</b>	+5M
Web Invoice % <b>3.8%</b>	+0.6%	Web Units Contribution % <b>13.2%</b>	+3.7%	Web Net Sales Contribution % <b>13.0%</b>	+3.8%	Web GP Contribution % <b>13.8%</b>	+4.4%	Ad Spend as % of Net Sales <b>1220.2%</b>	+1220.2%	Web Customer Recommend Delight <b>77.0%</b>	-0.9%
Web Invoice Contribution % <b>10.9%</b>	+3.6%	Checkout Units <b>248,361</b>	+56.9K +29.7%	Web AUR <b>\$164.46</b>	\$9.61	Web PPU <b>\$76.97</b>	\$8.21	Web GP Contribution % <b>13.8%</b>	+4.4%	Website Experience Recommend Delight <b>45.3%</b>	-5.2%
Checkout % <b>5.4%</b>	+0.6%			Checkout Net Sales <b>\$40,665,882</b>	+12.2M +43.1%	Checkout GP <b>\$17,832,305</b>	+6.3M +54.8%				

Visitors Trend Line > Visitors Details >																				
DAY	VISITORS	VISITORS PP	VISITORS DIFF	VISITORS % DIFF	VISITORS PRDCT SRCH	VISITORS PRDCT SRCH DIFF	VISITORS PRDCT SRCH % DIFF	VISITORS PRDCT SRCH % DIFF	WEB INV. CONT. % DIFF	VISITORS ADD TO CART	VISITORS ADD TO CART DIFF	VISITORS ADD TO CART % DIFF	VISITORS ADD TO CART % DIFF	CHKO	CHKO DIFF	CHKO % DIFF	CHKO %			
Total	<b>5,670,976</b>	<b>4,698,759</b>	<b>972,217</b>	<b>20.7%</b>	<b>2,529,618</b>	<b>576,309</b>	<b>29.5%</b>	<b>44.6%</b>	<b>3.6%</b>	<b>10.9%</b>	<b>669,124</b>	<b>96,369</b>	<b>18.8%</b>	<b>11.8%</b>	<b>(0.4%)</b>	<b>303,408</b>	<b>81,522</b>	<b>36.7%</b>	<b>5.4%</b>	
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%	3,516	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%	3,006	19,630	1,108	6.0%	11.6%	(0.2%)	9,928	3,163	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%	2,616	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%	2,500	20,840	2,213	11.9%	11.9%	0.2%	9,828	2,351	31.4%	5.6%

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

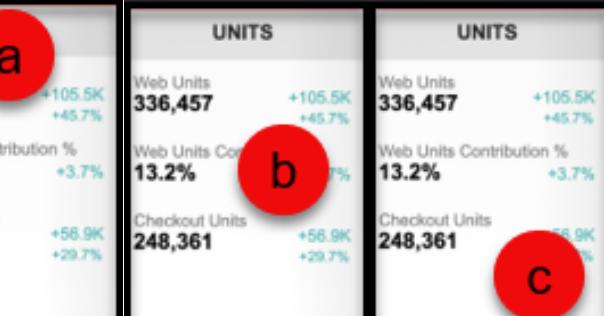


- Units



VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
# of Visitors <b>5,670,976</b>	+972.2K +20.7%	Web Units <b>336,457</b>	+105.5K +45.7%	Web Net Sales <b>\$55,332</b>	+19.6M +54.7%	Web Gross Profit <b>\$25,898,250</b>	+10M +10.0%	Ad Spend \$ <b>\$4,999,339</b>	+5M +1220.2%	Web Customer Recommend Delight <b>77.0%</b>	-0.9%
Web Invoice % <b>3.8%</b>	+0.6%	Web Units Contribution % <b>13.2%</b>	+3.7%	Web Net Sales GP % <b>13.0%</b>						Website Experience Recommend Delight	
Web Invoice Contribution % <b>10.9%</b>	+3.6%	Checkout Units <b>248,361</b>	+56.9K +29.7%	Web AUR <b>\$164.46</b>						45.3%	-5.2%
Checkout % <b>5.4%</b>	+0.6%			Checkout Net Sales <b>\$40,665,882</b>	+12.2M +43.1%	Checkout GP <b>\$17,832,305</b>	+6.0M +54.0%				
# of Units (Tires and Wheels)											
Digital			Store			Customer Type/Digital Channel					
DATE	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS	CHKD UNITS DIFF
Total	<b>248,361</b>	<b>68,899</b>	<b>9.72%</b>	<b>236,558</b>	<b>63,735</b>	<b>9.8%</b>	<b>11,803</b>	<b>3,174</b>	<b>8.1%</b>	<b>157,331</b>	<b>48,796</b>
01/31/21	5,628	1,088		5,339	1,515		289	70	3,606	1,301	0.79
01/30/21	6,361	1,105	5.57%	6,006	1,078	5.6%	365	97	5.7%	4,019	1,263
01/29/21	7,144	1,431	7.02%	6,754	1,300	7.1%	360	125	6.5%	4,688	1,208
01/28/21	6,847	1,162	7.88%	6,496	1,046	7.7%	361	118	6.7%	4,219	882

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



UNITS	UNITS
Web Units <b>336,457</b>	Web Units <b>336,457</b>
Web Units Contribution % <b>13.2%</b>	Web Units Contribution % <b>13.2%</b>
Checkout Units <b>248,361</b>	Checkout Units <b>248,361</b>

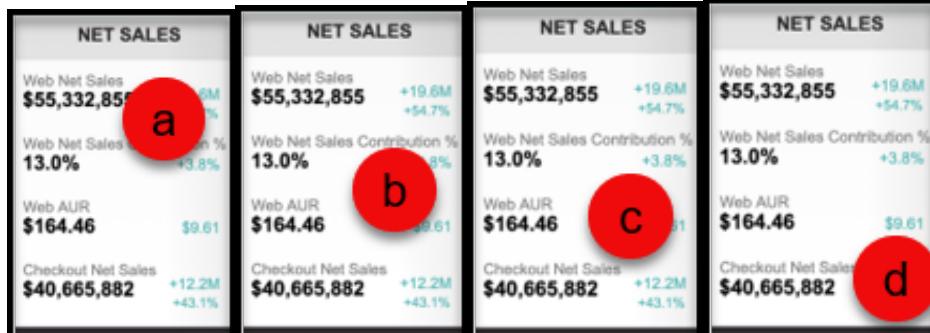
- Net Sales

VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
# of Visitors <b>5,670,976</b>	+972.2K +20.69%	Web Units <b>336,457</b>	+105.5K +54.7%	Web Net Sales <b>\$55,332,855</b>	+12.2M +43.1%	Web GP <b>\$25,898,220</b>	+10M +5M	Ad Spend \$ <b>\$4,000,220</b>	+5M	Web Customer Recommend Delight <b>77.0%</b>	0.9%
Web Invoice % <b>5.4%</b>	+0.6%	Web Units Contribution % <b>13.2%</b>	+3.7%	Web Net Sales Contribution % <b>13.0%</b>	+3.8%	Web GP Contribution <b>13.8%</b>				Website Experience Recommend Delight	
Web Invoice Contribution % <b>3.8%</b>	+0.6%	Checkout Units <b>248,361</b>	+56.9K +29.7%	Web AUR <b>\$164.46</b>	\$15.27	Web PPU <b>\$76.97</b>	\$8.21	Checkout GP <b>\$17,832,305</b>	+6.3M +54.8%	Checkout % <b>45.3%</b>	5.2%
Checkout % <b>13.2%</b>	3.7%			Checkout Net Sales <b>\$40,665,882</b>	+12.2M +43.1%						

Digital	Store	Customer Type / Web Channel	Net Sales Trend Lines	Net Sales Details							
CHKD NET SLS <b>\$40,665,882</b>	CHKD NET DIFF SLS CORT % <b>\$12,386,352</b> 8.8%	CHKD AUR <b>\$163.74</b>	CHKD AUR DIFF SLS CORT % <b>\$15.27</b> +54.7%	CHKD TIRES <b>\$138.86</b>	CHKD TIRES DIFF SLS CORT % <b>\$12.15</b> +43.1%	CHKD WHEELS AUR <b>\$145.94</b>	CHKD WHEELS AUR DIFF SLS CORT % <b>\$11.91</b> +43.1%	CHKD CERTS <b>\$34,385,976</b>	CHKD CERTS DIFF SLS CORT % <b>\$13,284,441</b> 34.3%	CHKD BRY NET SLS <b>\$12,386,352</b>	CHKD ADD NET SLS DIFF SLS CORT % <b>\$257,512</b> 8.8%
01/31/21 <b>\$964,067</b>	\$347,416	\$175.50	\$14.87	\$143.40	\$11.33	\$146.78	(\$8.02)	\$99,613	\$38,300	\$6,467	\$3,300
01/30/21 <b>\$1,048,591</b>	\$277,320	\$165.00	\$16.38	\$136.54	\$11.34	\$150.74	\$14.21	\$111,974	\$32,387	\$8,100	\$4,761
01/29/21 <b>\$1,163,956</b>	\$324,322	\$162.93	\$15.98	\$133.52	\$10.67	\$171.94	\$20.09	\$123,859	\$34,796	\$9,404	\$5,809
01/28/21 <b>\$1,130,299</b>	\$284,013	\$165.08	\$16.22	\$137.78	\$12.88	\$146.40	(\$5.92)	\$119,092	\$29,300	\$8,620	\$5,650
01/27/21 <b>\$1,206,131</b>	\$367,274	\$169.47	\$20.55	\$142.65	\$17.09	\$164.40	\$4.34	\$122,401	\$35,444	\$8,833	\$5,851

- Web Net Sales – Total Net Sales (\$) on Finalized Web Invoices
- Web Net Sales Contribution % - Web Net Sales / Total Net Sales
- Web AUR – Average Unit Retail price for Finalized Web Invoices (Web Net Sales / T/W Web Units)
- Checkout Net Sales - Total Net Sales (\$) on Checkout Transactions



- Gross Profit

VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
Bl of Visitors <b>5,670,976</b>	+972.2K +20.7%	Web Units <b>336,457</b>	+105.5K +20.7%	Web Net Sales <b>\$55,332,855</b>	+17.7%	Web Gross Profit <b>\$25,898,250</b>	+10M +63.1%	Ad Spend \$ <b>\$4,999,339</b>	+5M	Web Customer Recommend Delight <b>77.0%</b>	-0.9%
Web Invoice % <b>3.8%</b>	+0.8%	Web Invoice Contribution % <b>10.9%</b>	+3.6%	Web GP Contribution % <b>13.8%</b>	+4.4%	Web GP Contribution % <b>13.8%</b>	+4.4%	Ad Spend as % of Net Sales <b>1220.2%</b>	+1220.2%	Website Experience Recommend Delight <b>45.3%</b>	-5.2%
Web Invoice Contribution % <b>10.9%</b>	+3.6%	Checkout % <b>5.4%</b>	+0.6%	Web PPU <b>\$76.97</b>	\$8.21	Web GP Contribution % <b>13.8%</b>	+4.4%	Web GP Contribution % <b>13.8%</b>	+4.4%	Checkout GP <b>\$17,832,305</b>	+6.3M +54.8%
Checkout % <b>5.4%</b>	+0.6%			Checkout Net Sales <b>\$40,665,882</b>	+12.2M +43.1%	Checkout GP <b>\$17,832,305</b>	+6.3M +54.8%				

Total Gross Profit  
(\$)

Web		Store		Customer Type/Digital Channel												Gross Profit Trend Line		Gross Profit Detail			
DATE	CHRD GP	CHRD GP DIFF	CHRD GP	CHRD GP DIFF	CHRD %	CHRD AUR	CHRD AUR DIFF	CHRD COST PU	CHRD COST PU	CHRD Tires PPU	CHRD Tires PPU DIFF	CHRD WBL PPU	CHRD WBL PPU DIFF	CHRD DEBITS	CHRD DEBITS DIFF	CHRD CERT2 %	CHRD CERT2 % DIFF	CHRD DRIVE GP	CHRD DRIVE GP DIFF	CHRD PPU	CHRD PPU DIFF
Total	<b>\$17,832,305</b>	<b>\$8,318,244</b>	<b>0.5%</b>	<b>\$163.74</b>	<b>\$11.37</b>	<b>\$91.94</b>	<b>\$3.82</b>	<b>\$47.87</b>	<b>\$8.77</b>	<b>\$43.34</b>	<b>\$3.38</b>	<b>\$6.65</b>	<b>\$3.03</b>	<b>34.3%</b>	<b>8.4%</b>	<b>\$4,305,978.52</b>	<b>\$1,384,141.17</b>	<b>\$17.34</b>			
01/01/21	\$425,245	\$179,326	5.4%	\$171.30	\$14.87	\$96.74	\$3.98	\$49.14	\$7.18	\$43.95	(\$6.74)	\$0.98	\$1.00	34.2%	7.7%	\$99,612.59	\$38,399.80	\$17.70			
01/09/21	\$469,493	\$149,863	5.4%	\$165.00	\$18.38	\$91.20	\$4.06	\$47.18	\$7.68	\$47.54	\$5.97	\$6.76	\$1.08	34.7%	7.8%	\$111,973.86	\$32,287.23	\$17.60			
01/29/21	\$523,639	\$177,418	6.3%	\$162.93	\$15.94	\$89.63	\$3.28	\$46.96	\$8.55	\$49.03	\$3.88	\$6.69	\$1.91	35.7%	8.3%	\$123,658.69	\$34,796.38	\$17.31			
01/28/21	\$501,894	\$154,916	7.6%	\$165.08	\$18.22	\$91.78	\$3.95	\$47.76	\$8.79	\$42.49	(\$1.33)	\$6.17	\$1.64	32.2%	6.2%	\$119,092.30	\$29,306.37	\$17.39			
01/27/21	\$530,024	\$160,623	7.9%	\$168.47	\$20.55	\$95.00	\$8.33	\$48.98	\$10.77	\$42.28	\$1.23	\$6.58	\$1.69	32.1%	6.3%	\$122,400.54	\$35,443.74	\$17.20			

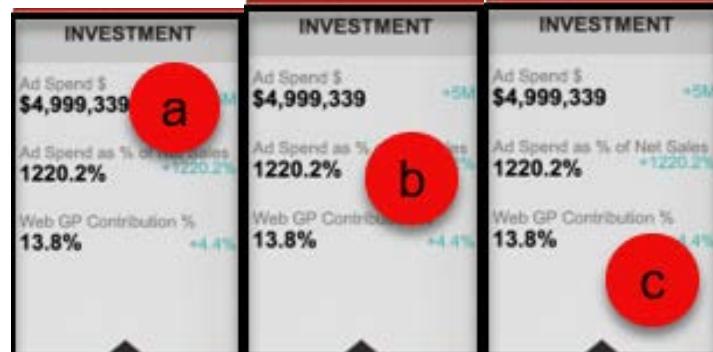
- Web Gross Profit - Total Gross Profit (\$) on Finalized Web Invoices
- Web GP Contribution % - Web Gross Profit / Profit on Net Sales using COGS
- Web PPU – Profit Per Unit on Finalized Web Invoices
- Checkout GP - Total Gross Profit (\$) on Checkout Transactions

GROSS PROFIT	GROSS PROFIT	GROSS PROFIT	GROSS PROFIT
Web Gross Profit <b>\$25,898,250</b>	Web Gross Profit <b>\$25,898,250</b>	Web Gross Profit <b>\$25,898,250</b>	Web Gross Profit <b>\$25,898,250</b>
Web GP Contribution % <b>13.8%</b>			
Web PPU <b>\$76.97</b>	Web PPU <b>\$76.97</b>	Web PPU <b>\$76.97</b>	Web PPU <b>\$76.97</b>
Checkout GP <b>\$17,832,305</b>	Checkout GP <b>\$17,832,305</b>	Checkout GP <b>\$17,832,305</b>	Checkout GP <b>\$17,832,305</b>
+6.3M +54.8%	+6.3M +54.8%	+6.3M +54.8%	+6.3M +54.8%

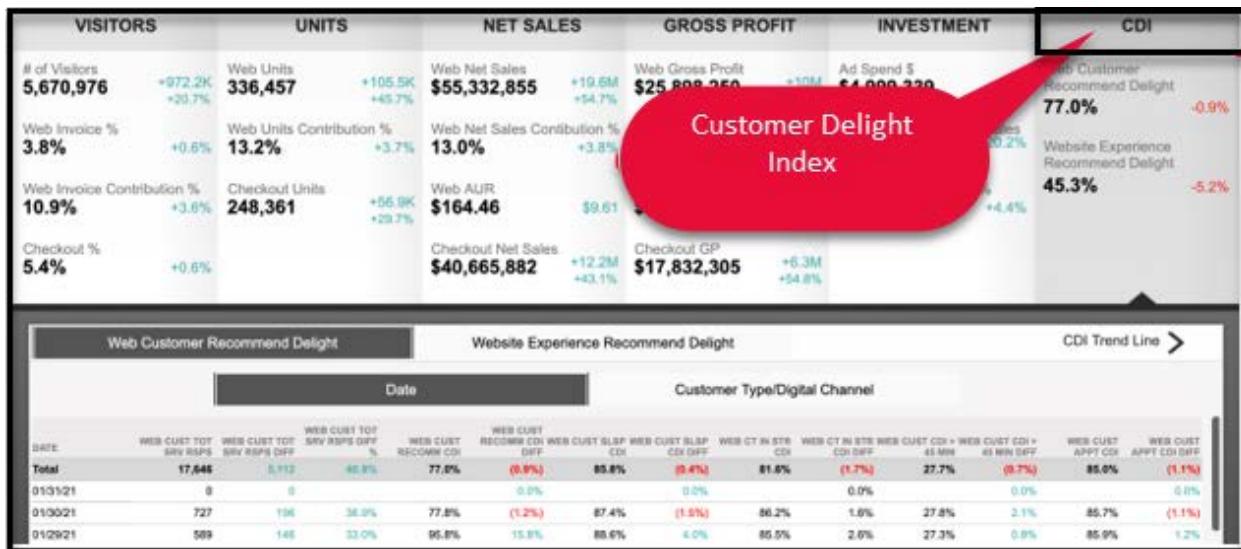
- Investments

VISITORS		UNITS		NET SALES		GROSS PROFIT		INVESTMENT		CDI	
# of Visitors <b>5,670,976</b>	+972.2K +20.7%	Web Units <b>336,457</b>	+105.5K +45.7%	Web Net Sales <b>\$55,332,855</b>	+19.6M +15.7%	Web Gross Profit <b>\$25,898,250</b>	+12.2M +15.7%	Ad Spend \$ <b>\$4,999,339</b>	+5M +12.2%	Web Customer Recommend Delight <b>77.0%</b>	-0.9%
Web Invoice % <b>3.8%</b>	+0.6%	Web Units <b>13.2%</b>						Ad Spend as % of Net Sales <b>1220.2%</b>	+4.4%		
Web Invoice Contribution % <b>10.9%</b>	+3.6%	Checkout <b>248,36</b>						Web GP Contribution % <b>13.8%</b>	+4.4%	Website Experience Recommend Delight <b>45.3%</b>	-5.2%
Checkout % <b>5.4%</b>	+0.6%			<b>\$40,665,882</b>	+12.2M +43.1%	<b>\$17,832,305</b>	+6.3M +54.8%				
This is a new Key metric to display the amount spent on Advertisement											
Market Type		Date		Investment Trend Line		Investment Detail					
DATE	PD BRCH 3	PD BRCH 3 DIFF %	DSP AD 3	DSP AD 3 DIFF %	VIBED AD 3	VIDEO AD 3	VIDEO AD 3 DIFF %	SOCIAL 3	SOCIAL 3 DIFF %	AP 3	AP 3 DIFF %
Total	<b>\$670,198,661</b>	<b>\$670,198,661</b>	<b>\$249,321</b>		\$0	\$0	\$0	<b>\$4,750,018</b>		<b>\$675,198,209</b>	
1/31/2021	\$11,860,613	\$11,860,613	\$5,306		\$0	\$0	\$0	\$0		\$11,856,119	
1/30/2021	\$19,876,010	\$19,876,010	\$5,536		\$0	\$0	\$0	\$0		\$19,879,545	
1/29/2021	\$20,705,649	\$20,705,649	\$5,178		\$0	\$0	\$0	\$108,041		\$20,815,668	
1/28/2021	\$19,804,442	\$19,804,442	\$5,343		\$0	\$0	\$0	\$169,660		\$19,875,644	
1/27/2021	\$19,547,161	\$19,547,161	\$5,901		\$0	\$0	\$0	\$218,225		\$19,771,287	

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



- CDI - Customer Delight Index



- 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.
- Website Experience Recommend Delight** - Website 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.

Daily Contribution				Market				Customer				Lost Opportunities				Product				
				Digital				Store								Trend Line >				
DATE	VISITORS	VISITORS_PP	VISITORS_DIFP %	VISITORS	CHKD_UNITS	CHKD_UNITS_PP	CHKD_UNITS_DIFP %	CHKD_UNITS	CHKD_UNITS_PP	CHKD_UNITS_DIFP %	CHKD_UNITS	CHKD_UNITS_PP	CHKD_UNITS_DIFP %	CHKD_UNITS	CHKD_UNITS_PP	CHKD_UNITS_DIFP %	CHKD_UNITS	CHKD_UNITS_PP	CHKD_UNITS_DIFP %	
Total	5,670,578	4,638,750	20.3%	248,381	191,462	16,000	23.7%	140,665,824	135,227	4.0%	135,227	131,815	3.1%	111,631	115,227	3.5%	71,80	68,15	3.1%	
01/01/21	144,360	0	144,360	5,628	3,942	1,800	42.8%	964,067	144,367	5.6%	964,067	144,367	5.6%	1,045,581	144,367	5.6%	71,80	68,15	3.1%	
01/02/21	164,878	0	164,878	6,361	5,196	1,165	32.4%	1,045,581	164,878	6.0%	1,045,581	164,878	6.0%	1,045,581	164,878	6.0%	71,80	68,15	3.1%	
01/03/21	169,817	157,409	12.2%	7,144	5,713	1,421	25.0%	1,163,956	169,817	10.3%	1,163,956	169,817	10.3%	1,163,956	169,817	10.3%	71,80	68,15	3.1%	
01/04/21	168,948	157,807	11,141	7,147	5,685	1,162	29.4%	1,170,259	168,948	10.4%	1,170,259	168,948	10.4%	1,170,259	168,948	10.4%	71,80	68,15	3.1%	
01/05/21	175,007	158,703	18,304	7,117	5,633	1,484	26.9%	1,204,131	175,007	10.3%	1,204,131	175,007	10.3%	1,204,131	175,007	10.3%	71,80	68,15	3.1%	
01/06/21	166,334	164,263	22,061	13.4%	8,801	6,343	2,458	36.8%	1,449,588	166,334	10.4%	1,449,588	166,334	10.4%	1,449,588	166,334	10.4%	71,80	68,15	3.1%
01/07/21	207,164	190,552	16,812	8,776	9,963	7,233	27.7%	1,690,523	207,164	10.5%	1,690,523	207,164	10.5%	1,690,523	207,164	10.5%	71,80	68,15	3.1%	
01/08/21	165,949	153,616	32,333	21.0%	5,883	4,250	1,633	36.4%	996,960	165,949	10.6%	996,960	165,949	10.6%	1,023,072	165,949	10.6%	71,80	68,15	3.1%
01/09/21	170,379	148,882	21,549	8,155	4,697	1,638	31.0%	1,022,869	170,379	10.7%	1,022,869	170,379	10.7%	1,022,869	170,379	10.7%	71,80	68,15	3.1%	
01/10/21	175,925	155,191	20,734	13.4%	7,273	5,790	1,483	25.6%	1,187,076	175,925	10.8%	1,187,076	175,925	10.8%	1,187,076	175,925	10.8%	71,80	68,15	3.1%

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

Daily Contribution				Market				Customer				Lost Opportunities				Product					
				Digital				Store								Map >					
				REGION				STATE													
REGION	CHKD_COUNT	CHKD_CONT %	CHKD_DIFP %	CHKD_CONT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_PPU	CHKD_PPU	CHKD_PPU	CHKD_PPU		
Total	383,408	15.35%	4.8%	19.2%	12.1%	0.7%	(11.5%)	13.74%	13.74%	13.74%	13.74%	62.59%	(9.3%)	3.0%	(8)	248,381	28.7%	\$71.80	\$11.85	\$1,141	34.3%
Arizona	22,151	13.76%	5.3%	15.3%	12.6%	0.5%	(12.9%)	16.49%	1.8%	67.70%	(1.7%)	0.0%	0	11,668	49.9%	\$79.95	\$10.88	4,877	43.2%		
California - Los Angeles	16,394	17.44%	8.8%	17.5%	8.4%	0.6%	(8.0%)	14.60%	3.2%	67.34%	(1.8%)	0.0%	0	9,942	27.7%	\$73.70	\$13.88	4,031	42.0%		
California - Northern	17,102	19.89%	3.7%	20.7%	8.6%	0.6%	(8.7%)	13.10%	1.6%	65.48%	(4.8%)	0.0%	0	12,850	29.5%	\$77.41	\$6.62	4,210	34.1%		
California - San Diego	12,077	15.13%	4.1%	17.3%	10.7%	0.6%	(13.7%)	16.47%	1.4%	65.51%	(3.9%)	0.0%	0	7,383	49.8%	\$71.83	\$10.41	2,685	37.5%		

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

Daily Contribution				Market				Customer				Lost Opportunities				Product					
				Digital				Store								Map >					
								REGION													
REGION	CHKD_COUNT	CHKD_CONT %	CHKD_DIFP %	CHKD_CONT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_PPU	CHKD_PPU	CHKD_PPU	CHKD_PPU		
Total	383,408	15.35%	4.8%	19.2%	12.1%	0.7%	(11.5%)	13.74%	13.74%	13.74%	13.74%	62.59%	(9.3%)	3.0%	(8)	248,381	28.7%	\$71.80	\$11.85	\$1,141	34.3%
Arizona	22,151	13.76%	5.3%	15.3%	12.6%	0.5%	(12.9%)	16.49%	1.8%	67.70%	(1.7%)	0.0%	0	11,668	49.9%	\$79.95	\$10.88	4,877	43.2%		
California - Los Angeles	16,394	17.44%	8.8%	17.5%	8.4%	0.6%	(8.0%)	14.60%	3.2%	67.34%	(1.8%)	0.0%	0	9,942	27.7%	\$73.70	\$13.88	4,031	42.0%		
California - Northern	17,102	19.89%	3.7%	20.7%	8.6%	0.6%	(8.7%)	13.10%	1.6%	65.48%	(4.8%)	0.0%	0	12,850	29.5%	\$77.41	\$6.62	4,210	34.1%		
California - San Diego	12,077	15.13%	4.1%	17.3%	10.7%	0.6%	(13.7%)	16.47%	1.4%	65.51%	(3.9%)	0.0%	0	7,383	49.8%	\$71.83	\$10.41	2,685	37.5%		

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

Daily Contribution				Market				Customer				Lost Opportunities				Product					
				Digital				Store								Map >					
								REGION													
REGION	CHKD_COUNT	CHKD_CONT %	CHKD_DIFP %	CHKD_CONT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_APPT %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_DIFP %	CHKD_PPU	CHKD_PPU	CHKD_PPU	CHKD_PPU		
a	383,408	15.35%	4.8%	19.2%	12.1%	0.7%	(11.5%)	13.74%	13.74%	13.74%	13.74%	62.59%	(9.3%)	3.0%	(8)	248,381	28.7%	\$71.80	\$11.85	\$1,141	34.3%
b	383,408	15.35%	4.8%	19.2%	12.1%	0.7%	(11.5%)	13.74%	13.74%	13.74%	13.74%	62.59%	(9.3%)	3.0%	(8)	248,381	28.7%	\$71.80	\$11.85	\$1,141	34.3%
Arizona	22,151	13.76%	5.3%	15.3%	12.6%	0.5%	(12.9%)	16.49%	1.8%	67.70%	(1.7%)	0.0%	0	11,668	49.9%	\$79.95	\$10.88	4,877	43.2%		
California - Los Angeles	16,394	17.44%	8.8%	17.5%	8.4%	0.6%	(8.0%)	14.60%	3.2%	67.34%	(1.8%)	0.0%	0	9,942	27.7%	\$73.70	\$13.88	4,031	42.0%		
California - Northern	17,102	19.89%	3.7%	20.7%	8.6%	0.6%	(8.7%)	13.10%	1.6%	65.48%	(4.8%)	0.0%	0	12,850	29.5%	\$77.41	\$6.62	4,210	34.1%		
California - San Diego	12,077	15.13%	4.1%	17.3%	10.7%	0.6%	(13.7%)	16.47%	1.4%	65.51%	(3.9%)	0.0%	0	7,383	49.8%	\$71.83	\$10.41	2,685	37.5%		

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

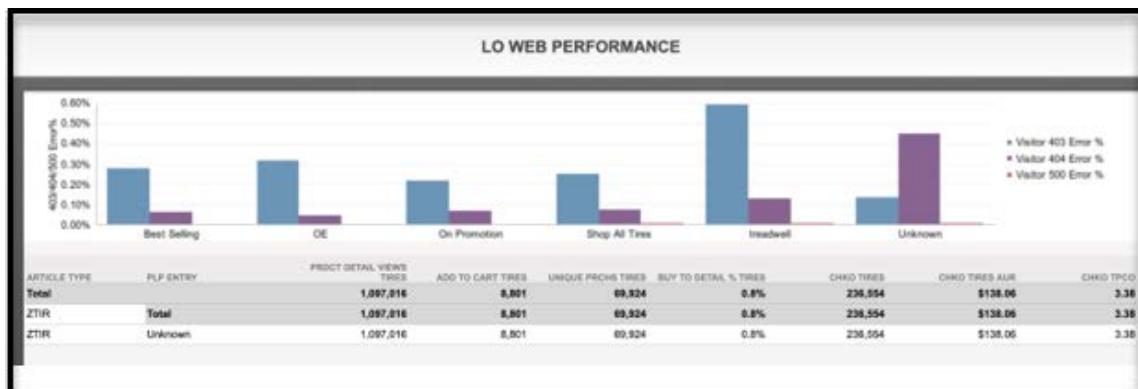
Daily Contribution		Market		Customer						Lost Opportunities		Product	
CHANNEL CLASSIFICATION	CHANNEL	VISITORS	VISITORS DIFF	VISITORS DIFF %	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS DIFF %	MY ACCT %	MY ACCT % DIFF	Customer Detail		Customer Detail	
<b>Total</b>	<b>Total</b>	<b>4,948,838</b>	<b>1,501,779</b>	<b>43.6%</b>	<b>248,361</b>	<b>56,899</b>	<b>29.7%</b>	<b>2531.2%</b>	<b>(9)</b>				
Awareness	<b>Total</b>	<b>3,480,401</b>	<b>832,196</b>	<b>31.4%</b>	<b>0</b>	<b>0</b>	<b>884,2900.0*</b>	<b>88,429</b>	<b>(9)</b>				
Awareness	Direct	1,759,103	585,908	49.9%	0	0	3334150.0*	33,342	(9)				
Awareness	Display	19,726	(2,996)	(13.2%)	0	0	0	0	(9)				
Awareness	Organic Search	1,678,833	247,299	17.3%	0	0	0	0.2%	0.2%				
Awareness	Social	22,739	1,985	9.6%	0	0	0	0.1%	0.1%				
Conversion	<b>Total</b>	<b>1,419,201</b>	<b>471,293</b>	<b>91.4%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

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.

Daily Contribution		Market		Customer						Lost Opportunities		Product					
CHANNEL CLASSIFICATION	CHANNEL	VISITORS	VISITORS DIFF	VISITORS DIFF %	CHKD UNITS	CHKD UNITS DIFF	CHKD UNITS DIFF %	FIL %	FIL % DIFF	C2C %	C2C % DIFF	MOBILE %	MOBILE % DIFF	DSKTP %	DSKTP % DIFF	TABLET %	TABLET % DIFF
<b>Total</b>	<b>Total</b>	<b>4,948,838</b>	<b>1,501,779</b>	<b>43.6%</b>	<b>248,361</b>	<b>56,899</b>	<b>29.7%</b>	<b>2531.2%</b>	<b>(9)</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>1.5%</b>	<b>(0.6%)</b>	<b>1.5%</b>	<b>(0.6%)</b>
Awareness	<b>Total</b>	<b>3,480,401</b>	<b>832,196</b>	<b>31.4%</b>	<b>0</b>	<b>0</b>	<b>884,2900.0*</b>	<b>88,429</b>	<b>(9)</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>(0.1%)</b>	<b>0.3%</b>	<b>(0.1%)</b>
Awareness	Direct	1,759,103	585,908	49.9%	0	0	3334150.0*	33,342	(9)	0.1%	0.1%	0.2%	0.2%	0.2%	(0.1%)	0.2%	(0.1%)
Awareness	Display	19,726	(2,996)	(13.2%)	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%	7.8%	1.0%	7.8%	1.0%
Awareness	Organic Search	1,678,833	247,299	17.3%	0	0	0	0	0	0.2%	0.2%	0.3%	0.3%	0.2%	(0.0%)	0.2%	(0.0%)
Awareness	Social	22,739	1,985	9.6%	0	0	0	0	0	0.1%	0.1%	0.1%	0.1%	9.1%	(0.9%)	9.1%	(0.9%)
Conversion	<b>Total</b>	<b>1,419,201</b>	<b>471,293</b>	<b>91.4%</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.2%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.4%</b>	<b>(0.4%)</b>	<b>0.4%</b>	<b>(0.4%)</b>

Displays how many customers visited the website but did not checkout



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.

Daily Distribution				Tires Product Performance				Wheels Product Performance				Accessories Product Performance				Top Products			
Digital		Store		Digital		Store		Digital		Store		Digital		Store		Digital		Store	
Product Segment	Brand Category	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	
Total		236,558	55,725	29.4%	9.8%	\$32,659,567	8,838,485	41.9%	\$11,777,759	4,104,434	54.9%	\$3,278,387	1,046,434	31.8%	12.7%	24.6%	26.7%	38.7%	53.8%
-	-	4	4	0.1%	0.0%	\$500	500	1.0%	\$100	100	0.0%	\$0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
S SPONCE	Flag	0	0	0.1%	0.0%	\$0	0	0.0%	\$0	0	0.0%	\$0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AUTV	Custom	28	13	86.7%	14.9%	\$3,700	1,731	87.6%	\$1,019	437	75.1%	\$100	100	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
AUTV	Flag	447	6	1.4%	12.0%	\$56,523	4,229	8.1%	\$15,709	2,962	23.2%	\$100	100	0.0%	0.0%	0.0%	95.5%	4.5%	1.8%
CLG	Flag	29	5	20.0%	2.5%	\$1,647	107	0.8%	\$549	(84)	100.0%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	13.8%
CVT	Custom	53	(4)	(7.0%)	1.4%	\$6,800	(487)	(8.4%)	\$2,713	(238)	(7.9%)	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	190.0%
CVT	Flag	440	141	47.2%	7.2%	\$66,676	24,254	57.1%	\$21,373	8,942	71.9%	\$100	0	0.0%	0.0%	0.0%	3.9%	21.4%	74.8%
LT	Co-Brand	1,318	530	67.3%	3.8%	\$271,090	117,243	76.2%	\$104,826	45,130	75.9%	\$100	0	0.0%	0.0%	0.0%	62.2%	37.8%	30.9%
LT	Custom	789	282	20.7%	3.1%	\$129,198	84,281	20.0%	\$43,335	29,831	21.7%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Brand Category	Brand	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	Chkd	
Total		236,558	55,725	29.4%	9.8%	\$32,659,567	8,838,485	41.9%	\$11,777,759	4,104,434	54.9%	\$3,278,387	1,046,434	31.8%	12.7%	24.6%	26.7%	38.7%	53.8%
-	-	4	4	0.1%	0.0%	\$500	500	1.0%	\$100	100	0.0%	\$0	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Brand	BRIDGESTONE	1,497	639	74.5%	4.4%	\$285,801	128,859	76.8%	\$128,700	52,328	93.6%	\$100	100	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
Co-Brand	CONTINENTAL	5,362	1,756	109.7%	5.3%	\$28,784	339,432	108.6%	\$35,720	194,578	120.7%	\$100	100	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
Co-Brand	COOPER	2,193	1,280	20.6%	6.1%	\$373,252	87,498	20.6%	\$145,470	28,201	34.0%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	96.5%
Co-Brand	FALKEN	7,372	4,556	159.9%	5.0%	\$67,216	599,148	174.3%	\$382,170	251,871	175.1%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	GOODYEAR	1,276	730	133.7%	7.5%	\$271,104	158,441	133.7%	\$111,459	64,497	137.3%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	GT RADIAL	6,317	1,943	37.0%	9.8%	\$486,069	134,357	37.0%	\$185,299	68,572	84.7%	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	KUMHO	0	(40)	(100.0%)	0.0%	\$0	(2,662)	(100.0%)	\$0	(1,234)	(100.0%)	\$0	(100.0%)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Brand	NOKIAN TIRE	201	(48)	(19.3%)	16.7%	\$31,594	(9,697)	(23.5%)	\$11,254	(2,591)	(18.7%)	\$100	0	0.0%	0.0%	0.0%	100.0%	0.0%	89.1%

Daily Distribution		Tires Product Performance		Wheels Product Performance		Accessories Product Performance		Top Products										
Digital		Store																
Product Segment	Brand Category	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff									
Total		236,444	55,725	29.4%	9.8%	\$32,659,067	8,638,483	41.6%	\$11,277,759	4,184,634	54.5%							
-	-	4	4	0.1%	500	500	\$140	140	0.0%	0.0%	0.0%							
S SPONE	Flag	0	0	0	0	0	0	0.0%	0.0%	0.0%	0.0%							
AUTV	Custom	28	13	86.7%	14.9%	\$3,700	1,731	87.8%	\$1,019	437	75.1%	100.0%	0.0%	0.0%	85.7%			
AUTV	Flag	447	6	14.7%	12.0%	\$32,523	4,229	8.1%	\$10,700	2,962	23.2%	100.0%	0.0%	0.0%	95.5%	4.5%	1.8%	
CLG	Flag	29	5	20.0%	2.5%	\$1,647	107	8.6%	\$549	(84)	(10.4%)	100.0%	0.0%	0.0%	100.0%	0.0%	13.8%	
CVT	Custom	53	(4)	(7.0%)	1.4%	\$6,800	(487)	(8.4%)	\$2,713	(238)	(7.9%)	100.0%	0.0%	0.0%	100.0%	0.0%	190.9%	
CVT	Flag	440	141	47.2%	7.2%	\$66,676	24,254	50.1%	\$21,373	8,942	71.9%	100.0%	0.0%	0.0%	3.9%	21.4%	74.8%	30.9%
LT	Co-Brand	1,318	530	87.3%	3.8%	\$271,090	117,245	76.2%	\$104,826	45,130	71.9%	100.0%	0.0%	0.0%	62.2%	37.8%	99.7%	LT
LT	Custom	789	258	20.7%	3.1%	\$126,198	81,243	20.8%	\$45,335	29,821	17.7%	100.0%	0.0%	0.0%	62.0%	37.0%	100.0%	0.0%
Brand Category	Brand	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	CKD Tires	CKD Tires % Diff	
Total		236,558	55,725	29.4%	9.8%	\$32,659,067	8,638,483	41.6%	\$11,277,759	4,184,634	54.5%	\$32,732	1.8%	24.6%	38.7%	38.7%	53.8%	
-	-	4	4	0.1%	500	500	\$140	140	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Brand	BRIDGESTONE	1,497	639	74.5%	4.4%	\$285,801	128,959	75.8%	\$128,700	82,228	93.6%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Co-Brand	CONTINENTAL	5,362	2,756	109.7%	5.3%	\$28,784	33,398	108.6%	\$35,720	194,578	120.7%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Co-Brand	COOPER	2,193	1,282	20.6%	6.1%	\$373,252	67,498	30.6%	\$145,470	28,201	50.5%	100.0%	0.0%	0.0%	100.0%	0.0%	96.5%	3.5%
Co-Brand	FALKEN	7,372	4,535	159.8%	5.0%	\$207,216	509,148	174.3%	\$382,170	251,871	178.1%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Co-Brand	GOODYEAR	1,276	730	133.7%	7.3%	\$271,204	158,441	132.6%	\$111,459	64,497	137.3%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Co-Brand	GT RADIAL	6,317	3,943	27.9%	9.8%	\$486,000	134,057	37.9%	\$186,299	66,572	84.7%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Co-Brand	KUMHO	0	(40)	(105.0%)	0	\$0	(2,692)	(100.0%)	\$0	(1,234)	(100.0%)							
Co-Brand	NOKIAN TIRE	201	(48)	(15.3%)	16.7%	\$31,554	(9,697)	(23.5%)	\$11,254	(2,591)	(18.7%)	100.0%	0.0%	0.0%	100.0%	0.0%	89.1%	10.9%

Digital		Tires Product Performance				Wheels Product Performance				Accessories Product Performance				Top Products				
Product Segment	Brand Category	Chkd	Tires	Chkd	Tires	Chkd	Tires	Chkd	Tires	Chkd	Tires	Chkd	Tires	Chkd	Tires	Chkd	Tires	
Total	-	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	1,040	
SPOKE	Flag	5	1.4%	12,979	\$66,923	4,229	55.8%	10,709	\$4,184,634	56.8%	63.2%	1,936	24.6%	38.7%	38.7%	53.4%	0.0%	
AUTV	Custom	-	-	-	-	-	-	\$0	0	0.0%	0.0%	-	-	-	-	-	-	
AUTV	Flag	447	5	1.4%	12,979	\$66,923	4,229	55.8%	10,709	\$4,184,634	56.8%	63.2%	1,936	24.6%	38.7%	38.7%	53.4%	
CLG	Flag	29	5	30.8%	2.5%	\$1,647	107	6.8%	\$549	(\$4)	100.0%	0.0%	0.0%	95.5%	4.5%	1.8%	1.8%	
CVT	Custom	53	(4)	(7.0%)	1.4%	\$6,300	(\$67)	(8.4%)	\$2,713	(233)	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%	
CVT	Flag	440	141	37.3%	7.2%	\$66,976	24,264	57.1%	\$2,713	8,940	100.0%	0.0%	0.0%	100.0%	21.4%	74.8%	99.7%	
LT	Co-Brand	1,318	630	87.3%	3.8%	\$271,090	117,241	78.2%	\$104,926	45,130	75.9%	100.0%	0.0%	0.0%	62.4%	37.8%	99.7%	
LT	Custom	785	518	201.7%	3.1%	\$120,198	88,241	200.8%	\$41,335	29,821	117.7%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	
BRAND CATEGORY		CHKD TIRE DIFF %				CHKD TIRE DIFF %				CHKD TIRE DIFF %				CHKD TIRE DIFF %				
Total	BRAND	236,558	236,558	236,558	236,558	8.6%	\$12,659,467	8,538,676	41.8%	111,377,759	\$4,184,634	56.8%	63.2%	1,936	24.6%	38.7%	38.7%	53.4%
Co-Brand	BRIDGESTONE	4	4	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Co-Brand	CONTINENTAL	5,487	639	74.3%	4.4%	\$285,801	129,859	78.8%	\$126,704	\$2,226	93.8%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Co-Brand	COOPER	5,362	2,785	108.7%	5.3%	\$28,784	379,432	108.6%	\$35,720	194,516	120.7%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Co-Brand	COOPER	2,193	248	6.6%	6.1%	\$373,252	67,498	30.8%	\$145,478	28,201	140.5%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	
Co-Brand	FALKEN	7,372	4,535	139.8%	5.0%	\$67,216	589,148	174.3%	\$362,170	251,871	179.1%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	
Co-Brand	GOODYEAR	1,276	730	133.7%	7.5%	\$271,144	158,441	133.7%	\$111,459	64,497	137.3%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	
Co-Brand	GT RADIAL	8,317	1,343	27.0%	9.8%	\$488,060	134,157	27.0%	\$178,299	\$86,572	58.7%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
Co-Brand	KUMHO	0	(40)	(100.0%)	0	\$0	(2,662)	(100.0%)	\$0	(1,234)	(100.0%)	-	-	-	-	-	-	
Co-Brand	NOKIAN TIRE	281	(48)	(19.3%)	16.7%	\$31,554	(8,697)	(23.5%)	\$11,254	(2,591)	(18.7%)	100.0%	0.0%	0.0%	100.0%	0.0%	89.1%	

		Daily Distribution			Tires Product Performance			Wheels Product Performance			Accessories Product Performance			Top Products			
		Digital		Store													
PRODUCT	BRAND	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	
<b>Total</b>		<b>\$36,568</b>	<b>\$5,723</b>	<b>29.4%</b>	<b>8.9%</b>	<b>\$32,691,067</b>	<b>\$4,884,000</b>	<b>15.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>	<b>33.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>
S SPONGE	Flag	0	0	0.0%	\$0	0	0.0%	\$0	0	0.0%	\$0	0	0.0%	0.0%	0.0%	0.0%	0.0%
AutTV	Custom	28	12	86.7%	14.9%	\$3,700	1,731	87.9%	\$1,619	437	75.1%	100.0%	0.0%	0.0%	100.0%	0.0%	85.7%
AutTV	Flag	447	8	1.4%	12.4%	\$56,523	4,229	8.1%	\$15,709	2,962	23.2%	100.0%	0.0%	0.0%	95.5%	4.5%	1.8%
CLG	Flag	29	8	20.6%	2.9%	\$1,847	107	8.0%	\$549	(64)	(10.4%)	100.0%	0.0%	0.0%	100.0%	0.0%	13.8%
CVT	Custom	53	(4)	(7.9%)	1.4%	\$8,800	(487)	(6.4%)	\$2,713	(233)	(7.9%)	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
CVT	Flag	440	141	47.2%	7.2%	\$66,876	24,294	57.1%	\$21,373	8,943	71.9%	100.0%	0.0%	3.9%	21.4%	74.8%	30.9%
LT	Co-Brand	1,318	530	67.3%	3.8%	\$271,090	117,241	78.2%	\$104,926	45,130	75.9%	100.0%	0.0%	0.0%	62.2%	37.8%	99.7%
LT	Custom	786	578	204.7%	3.1%	\$120,198	44,241	200.0%	\$43,635	29,831	217.0%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
<b>Total</b>		<b>\$36,568</b>	<b>\$5,723</b>	<b>29.4%</b>	<b>8.9%</b>	<b>\$32,691,067</b>	<b>\$4,884,000</b>	<b>15.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>	<b>33.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>
BRAND	CATEGORY	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	CHNGD TIRES	CHNGD TIRES DIFF	CHNGD TIRES %	
<b>Total</b>		<b>\$36,568</b>	<b>\$5,723</b>	<b>29.4%</b>	<b>8.9%</b>	<b>\$32,691,067</b>	<b>\$4,884,000</b>	<b>15.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>	<b>33.8%</b>	<b>1.0%</b>	<b>24.6%</b>	<b>30.7%</b>	<b>38.7%</b>
Co-Brand	BRIDGESTONE	1,497	639	74.0%	4.4%	\$265,801	126,899	79.8%	\$128,704	62,228	83.6%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Co-Brand	CONTINENTAL	5,382	2,786	105.7%	5.3%	\$738,794	378,432	108.8%	\$355,720	194,978	120.7%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Co-Brand	COOPER	2,193	432	26.6%	6.1%	\$373,252	67,496	36.8%	\$145,478	28,201	24.0%	100.0%	0.0%	0.0%	100.0%	0.0%	96.5%
Co-Brand	FALKEN	7,372	4,535	159.9%	5.9%	\$927,216	588,148	174.3%	\$382,170	251,871	179.1%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	GOODYEAR	1,276	730	133.7%	7.9%	\$271,184	166,441	136.3%	\$111,459	64,497	137.3%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	GT RADIAL	8,317	1,343	37.8%	9.8%	\$488,060	134,087	37.9%	\$185,299	68,973	88.7%	100.0%	0.0%	0.0%	100.0%	0.0%	100.0%
Co-Brand	KUMHO	0	(40)	(100.0%)		\$0	(2,692)	(100.0%)	\$0	(1,234)	(100.0%)				(100.0%)		
Co-Brand	NOKIAN TIRE	201	(48)	(19.3%)	16.7%	\$31,554	(8,697)	(27.5%)	\$11,254	(2,591)	(18.7%)	100.0%	0.0%	0.0%	0.0%	100.0%	89.1%

For any questions related to the Digital Operations Dashboard, please reach out to  
[BI\\_Support@Discounttire.com](mailto:BI_Support@Discounttire.com)



### 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