

Measure	What it tells you (business meaning)
Net Revenue	Total sales value after discounts (core sales KPI)
Total Gross Margin	Total profit value (Net Revenue minus cost, if stored as amount)
Gross Margin %	Profitability ratio (profit / revenue)
Total Orders	Number of distinct orders (demand volume)
Total Quantity	Total items sold (volume)
Average Order Value (AOV)	Average revenue per order
UPT / Avg Items per Order	Average number of items per order
Active Customers	Number of unique customers who purchased in the selected period/filter context
CLV (Simplified)	Approximation of customer value based on average spend and purchase frequency
Filtre Top Produits	1/0 flag to keep only Top N products by revenue (used to filter visuals)
Top N products (What-if parameter)	User-controlled Top N value used by the Top Products filter
Top Categories (optional)	Grouping used to show Top categories and aggregate the rest as 'Others'