

| 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' |