

Request for New Automotive Dashboard

Our primary objective is to create a comprehensive dashboard that not only tracks the requested metrics but also allows us to segment customers based on their actions or characteristics. This segmentation capability will provide us with deeper insights into customer behavior and preferences, enabling us to tailor our strategies more effectively.

Proposed Metrics & Current Quantum Metric (QM) Events Status

[illegible]

Commented [FM1]: MPN isn't shown, used, or part of the web data on CTR. If there is an auto database that has this information related to a pcode/sku then it is pullable.

Commented [FM2]: This will be difficult to narrow down, especially from a customer standpoint. But the vast majority of users don't convert thus don't use for online shopping. There's very little way that we can determine what someone's purpose is when they visit the site.

Commented [FM3]: We don't currently track this in QM. This may be stored in another spot but not in QM.

We have identified several key requirements for the automotive dashboard. We kindly request that the dashboard incorporates the following elements:

1. **Suggested Metrics to be Tracked:**

- Tire Size / Variant Lookup (by page)
 - Number of tire size/variant searches conducted on each page.
 - Popular tire sizes/variants searched by users.
 - Trend analysis of tire size/variant searches over time
- Customer Non-Usage of Vehicle for Shopping
 - Segmentation of non-using customers based on demographics or behavior.
- Vehicle Selector Usage (by page)
 - Number of times the vehicle selector feature is used on various pages.
 - Popular vehicle selections made by users.
 - Conversion rates for users who utilize the vehicle selector feature.
- PDP Visit with SKU Displayed
 - Instances where customers visit a product detail page (PDP)
 - SKU display and active add-to-cart actions on the PDP.
 - Comparison of conversion rates for PDP visits with and without SKU display
- Successful Add to Cart
- Conversion
 - Overall conversion rate on the website (e.g., percentage of visitors who make a purchase)
 - Conversion rates for different traffic sources or marketing campaigns
 - Analysis of conversion funnel and potential drop-off points
- Top 10 Vehicles (Year/Make/Model)
- Top 10 Tire Sizes

2. **Comparison Analysis:** For each of the above metrics, we would like the dashboard to include a comparison feature that allows us to assess the data against previous periods or benchmarks. This will help us identify trends, spot changes in customer behavior, and evaluate the effectiveness of any updates or changes we implement.

3. **Updates and Changes in Data:** The dashboard should provide real-time or near real-time updates for the tracked metrics. We need to have access to the most current data to ensure that we can promptly respond to any issues or opportunities that arise. Additionally, we would appreciate the ability to customize the time range for data analysis, such as daily, weekly, monthly, or custom date ranges.

4. **Loyalty Tracking:** It is essential for us to track user loyalty and their utilization of our website as a catalog for in-store purchases. We would appreciate if the dashboard could include metrics or insights that allow us to understand customer loyalty behavior, such as repeat visits, purchases made after using the website as a catalog, and any other relevant loyalty indicators.

Commented [FM4]: Is this supposed to be which ones are most popular / their ranking of usage over time? This can technically be done, but it depends what you're asking for, this needs more information.

Commented [FM5]: Need to narrow down demographics to make sure that we aren't dealing with PII

Commented [FM6]: Behavior that you'd like to segment by would need to be defined so that we can look for it. Otherwise, you can create a segment in QM/GA to refer to. But segments are ever changing and if there are specific behaviors that you'd like as part of the filters/comparators then that is possible within reason and would need to be specific.

Commented [FM7]: This is going to be hit/miss, if there is a vehicle/Tire selected then this will most likely be fine. But, In the cases when there are multiple skus and a selection is not made, it will be difficult based on how the Auto PDPs act and we may need to create a new QM event which will not have historical data.

Commented [FM8]: This will need to be further narrowed down, what sort of view is being requested, is it session level, or pcode level, etc.?

Commented [FM9]: Is this supposed to be overall or specifically auto, sub points only look at overall. Is there an auto view, because these can be found in multiple sources easily.

Commented [FM10]: <https://lookerstudio.google.com/reporting/cdc0f6c5-9425-491d-80ed-da7eb9a5bf5f> If you look at this dashboard and refer to the 'HP IP Performance' part, we can get campaign data but it will need to have an identifier. In this case, Homepage Promotions start with HP_.

Commented [FM11]: <https://lookerstudio.google.com/reporting/89ad17c6-5a66-4446-921b-51fb2824e039> Are you looking for something like this? Or

Commented [FM12]: Benchmarks need to be specific. What benchmarks are for one team are different for another team. What are the benchmarks for the Auto team? If the above points are the benchmarks that's fine, but if there are specific benchmarks then they need to be listed.

Commented [FM13]: If this is going to be in a dashboard then most if not all data will be updated daily.