**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:**

|  |  |
| --- | --- |
| **Event Name** | **Status** |
| Automotive - Shop by Tire Size Click PDP | Resolved |
| Automotive – Vehicle Selector Display | Resolved |
| Search by Manufacturer Part Number (MPN) Occurrence | Not Possible |
| Number of customers who do not utilize the website for online shopping purposes. | Not Possible |
| Vehicle Counts in Garage | Not Possible |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

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.