* tire size / variant lookup (by page) > Not possible
* customer does not use vehicle to shop. > Yes
* vehicle selector usage (by page) > Yes
* PDP visit with SKU displayed (active add to cart) > Need Clarification
* successful add to cart. > Yes
* conversion > Yes
* top 10 vehicles (YMM) > Maybe
* top 10 tire sizes > Maybe
* search by manufacturer part number (MPN) occurrence > No
* vehicle counts in garage. > Yes

for "PDP visit with SKU displayed (active add to cart)" - we would want to also segment the reverse as well...so see customer where they DIDNT get to SKU

the way I look at Quantum metrics, we want to:

a) create segments based on who the customer is or what they did,

b) view a dashboard of auto successes/fails so we can react and know we are getting better or not.

**We want to be able to track a user (loyalty) using our site as a catalog to make instore purchases.**

**Data fields for CT credit “loyalty sign in users” only signed-in purchase**