Naming conventions: Every report should start with ONI-KPI-

Put comments at beginning of the report

Mobile Metrics: (we will want to see these types of metrics for consumer portal & kiosk)

- Downloads (can we get this in MP?)

- Daily Active Users

- Daily sessions per daily active users

- Monthly Active Users (rolling 30 days)

- Monthly Retention Rate (rolling 30 days)

- Mobile ID usage per <day, week, month>

- Average $ basket per active user

- Average $ basket per loyalty active user

- Avg Session Length

- Avg Screen Views / Visit

Note: % change should be built in wherever possible

additional:

**STANDARD KPI’S FOR MIX PANEL\*\*\***

Overall Program Health: (daily, weekly, monthly) (different JQL per each time frame) (if cant get grand total line make another report)

- # New Loyalty Accounts (grand total, by store ranked desc)

* (hierarchy: retailer, division, region, market, place)
* Many customers don’t use division region and etc – could be null
* Just one query

- % Change vs. previous timeframe (e.g. if weekly report % change vs week ago)

* Combine with query above

- # New Registered Accounts

- % Change vs. previous timeframe (e.g. if weekly report % change vs week ago)

* In the profile, PERSON, has Consumer token : APID – defines above
* (example : profile type contains person, consumer created was less than 1 months ago, consumer token (typecast to string) is set – this is done in exploere)

- # Total Accounts & # Total Registered Accounts

* All of time
* Breaken down by place

- - # Active Accounts (transaction in last 30 days)

* Count of people that had 1 transaction in the last 30 days by segments
* Count of people that had 2 transaction in the last 30 days by segments
* Count of people that had 3-5 transaction in the last 30 days by segments
* Count of people that had 6-10 transaction in the last 30 days by segments
* Count of people that had 10+ transaction in the last 30 days by segments

- % Change vs. previous timeframe (e.g. if weekly report % change vs week ago)\*

* Of those people who had a purchase in 30 days ago
* Window increases by 7 days
* Count percent change

- Avg. Frequency of Visit for an Active User for timeframe

* Active user = last 30 days
* Count of transactions
* Average of all
* Group average by 1, 2, 3-5,6-10,10+

- % Change vs. previous timeframe (e.g. if weekly report % change vs week ago)\*

* Trend of prior line

\*Reports should be available by store / (division, region, market) as possible (only top couple)

NOTE: when NL transactions are available then % Loyalty Transactions should be added here

Loyalty Metrics: (daily, weekly, monthly)

- Loyalty Avg. $ Basket In-Store

- % change

- Loyalty Avg. Gallons Basket Fuel

- % change

- Loyalty Avg. $ Basket Total

- % change

- Loyalty Avg. Qty In-Store

- % Change

- Loyalty Avg. Qty Fuel

- % Change

- Loyalty Avg. Qty Total

- % Change

- % Loyalty Transactions\*

- % Change

Reports should be available by store / district

\*NOTE: when NL transactions are available, the corresponding metrics should be available for NL (e.g. Non-Loyal Avg. $ Basket in-Store)

Tobacco Metrics: (quantity, sales)

- Total Tobacco Sales (Cigarettes + OTP = other tabacco products)

- Total Loyalty Tobacco Sales

- % Loyal

- Avg. Basket $ Loyal vs Non-Loyal

- Total Cigarette Sales

- Total Loyalty Cigarette Sales

- % Loyal

- Avg. Basket $ Loyal vs Non-Loyal

- Total MST Sales

- Total Loyalty MST Sales

- % Loyal

- Avg. Basket $ Loyal vs Non-Loyal

- Total Cigar Sales

- Total Loyalty Cigar Sales

- % Loyal

- Avg. Basket $ Loyal vs Non-Loyal

Account Activation: (should be able to be pulled as a daily, weekly and monthly report)

- # New Accounts

- # Cumulative New Accounts

- # Cumulative Active Accounts

- # Unique accounts used in timeframe

- % unique vs. total active

Account Activation by Platform:

- % New Accounts – App

- % New Accounts – Kiosk

- % New Accounts – Consumer Portal

- % Active Accounts – App

- % Active Accounts – Kiosk

- % Active Accounts – Consumer Portal

Rewards Metrics - by Catalog

- Total Points Earned

- Total Points Redeemed

- Avg. Points Earned by User

- Avg. Points Redeemed by User

- Total Unique Users Redeemed

- Total Qty Redeemed by catalog item

- % Qty Redeemed by catalog item

Rewards Metrics – by Club

- Total Points accrued

- Total Redemptions