

THE SymphonyIRI GUIDE TO CERTIFIED INFOSCAN MEASURES

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Introduction to the Guide

How to use this Guide

This measure guide contains information on all IRI certified stored and derived measures. The measures have been organized into Measure Groups. The Measure Group closely corresponds to the concept of an algorithm. An algorithm is the general calculation for a group of related measures. For example, Unit Sales on Display Only, Volume Sales on Feature and Display, and Dollar Sales on Feature are all calculated in the same manner – sum Unit, Volume, or Dollar Sales across stores with a particular causal condition.

This guide can be used alone or it can be used in conjunction with the Certified Measure List.

To find the description of a Certified Measure, first find the measure on the Certified Measure List and then scroll to the right to find the Measure Group to which the measure belongs (column F). You can then look up the Measure Group description in this document's Table of Contents.

You can also use the Measure Group column in the Certified Measure List to find all of the Certified Measures belonging to a particular measure group.

Please note that this Guide does not cover measures offered as part of IRI's Tobacco services nor does it cover shelf or display audit measures.

Description of the Entries

Below is a template of the Measure Guide Entries, with explanations for the entries.

Measure Group *This heading refers to the measure algorithm. A measure group will almost always contain more than one actual measure.*

Measure Type *Indicates whether a measure is Stored or Derived.*

Definition *Provides a text description of the measure.*

Calculation *Provides the formula used to calculate the measure.*

Common Use(s) *Lists the common applications of the measure.*

Usage Notes *Provides additional recommendations, caveats, or restrictions on using the measure*

Additivity *This section indicates whether the measure is additive across processed geography, time, or product dimensions.*

Aggregation Rules *Aggregation refers to methods of combining processed data for a custom geography, time period, or product combination. This section lists the rules for calculating custom aggregates.*

Geography	
Product	
Time	

Related Measures *Lists measures that have similar uses.*

Causal Definitions

Definitions for Causal Collection

Features: A feature is a retailer print advertisement that is used to promote a specific product or group of products.

IRI collects chain wide advertising from the following sources:

- Newspapers
 - Circulars or door hangers
 - Rotos – full-color glossy inserts
 - ROPs – Features printed Right on the NewsPaper
- In-Store Flyers
- Mailers
- Coupon Booklets (coded for Census stores only if received from corporate offices)
- Monthly Ads

Feature Vehicle

Primary Ads

The primary ad is the main advertising vehicle for a retailer for a given week. Primary ads usually run seven days or more. The Primary ad should be the ad vehicle with the highest level of distribution to the consumer. For example, a retailer ad dropped in a newspaper would have more distribution than an in-store flyer. *Primary Ads are collected for all stores (both census and sample stores).*

Rotos appearing in their first week are always considered primary ads, even if there is also another primary ad in that week.

Secondary Ads/Tertiary Ads

The secondary ad is an ad vehicle that the retailer may drop in addition to the primary ad in a particular ad week. Secondary ads may run fewer than 7 days and may be dropped after the retailer's best food day. Secondary ads may also be monthly coupon booklets or 4-week monthly ads or special rotos. Secondary ads may be chain-wide such as some coupon booklets or monthly ads. Secondary ads may also be regional,

market or metro area specific. *Secondary ads are collected for sample stores only.*

Feature ads that run for more than one week are captured in the data for up to 4 weeks. In the first week, the feature ad will be reported as primary or secondary based on the definitions outlined above. In weeks, 2-4 the feature ad will be classified as a Tertiary ad. A multi-ad week will not be considered a feature after the fourth week. *Tertiary ads are only captured for sample stores.*

Feature Dominance

IRI classifies all collected features based on their absolute size. The following categories are used to classify features.

Large Feature

A Features are the largest sized features.

Medium Feature

B Features are medium sized features.

Small Feature

C Features are the smallest features. These are generally text only with no picture. *C Features* are sometimes referred to as obituary ads.

Coupon Features

Coupon Features are features that include a retailer coupon, or a manufacturer coupon printed in the feature, regardless of the size of the feature. (Coupon Features are called A+ features by IRI reporting systems.)

Frequent Shopper Features

In addition to collecting information about the size of a feature and the vehicle in which it is located, IRI also collects information about whether or not the feature advertised a frequent shopper program offer.

Displays: A display is a mechanism used by a retailer or manufacturer to increase sales by stocking products in high traffic locations

throughout the retail environment. A display is defined by its location in the retail outlet.

Display Locations

Products stocked in one or more of the following locations qualify as a display:

- Lobby
- Front End Cap
- Back End Cap
- Other End Cap
- Perimeter
- In-Aisle
- Seasonal/Promotional
- Shipper

Price Reductions: Price Reductions are price decreases of at least 5 % from the regular shelf price. Price Reductions are identified by IRI systems at a store-week-UPC level by comparing the movement price with IRI's base price. If a price is reduced for more than six consecutive weeks without feature or display, the reduced price becomes the new base price in the seventh week.

Please note the following:

- Unadvertised FSP price reductions will be captured and identified as price reductions by IRI's systems—retailers do not provide enough detail to discriminate between FSP price reductions and general price reductions.
- For Special Pack categories, Price Reductions are identified at the baselining level NOT at the UPC level.

Special Pack: A Special Pack is a manufacturer promotion. Manufacturers offer consumers a special incentive as part of the package itself. Special packs are identified by IRI during the new item coding process. IRI codes the following five package types as special packs: cents-off packs, pre-priced packs, bonus packs, buy/get packs, and premium packs. Special packs are only treated as promotional conditions for categories that are processed using Special Pack Baselining.

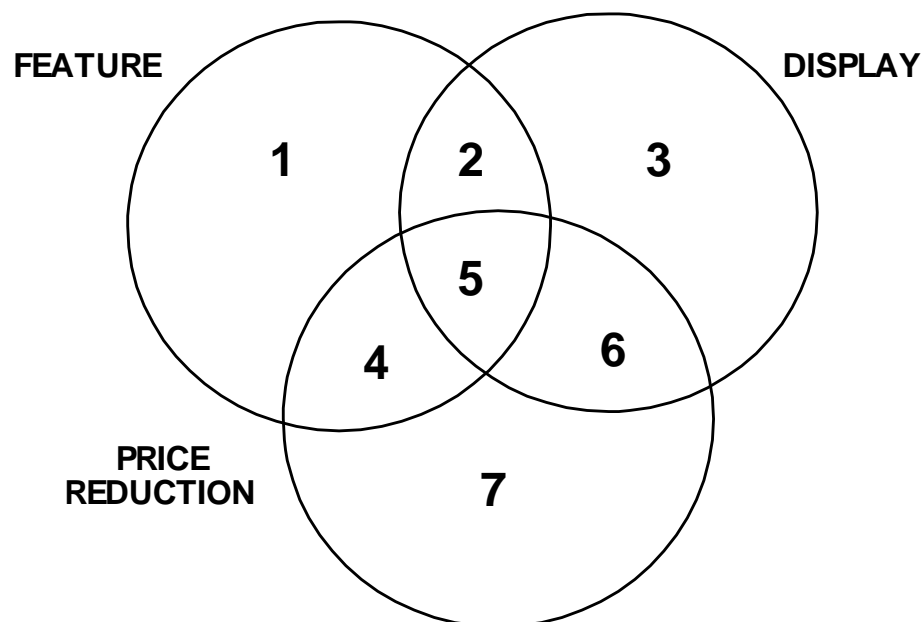
Definitions for Reporting

Standard Causal Conditions

Using information about the merchandising activity defined in the previous section, IRI can report measures for a wide variety of causal conditions. The following two sections provide definitions for each of these causal conditions.

Standard Causal Conditions:

Most standard (non-special pack) causal conditions are defined based on the presence or absence of each of three merchandising activities: feature, display, and price reduction.



Any Display
Any Feature
Feature Only
Display Only
Feature & Display

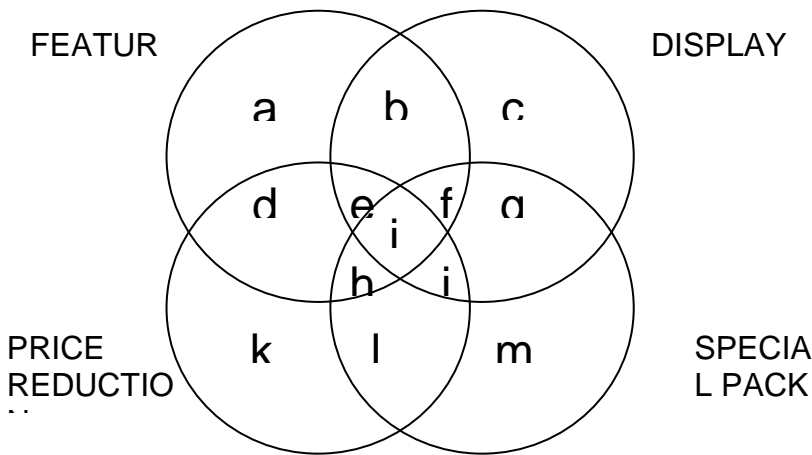
- 2+3+5+6
- 1+2+4+5
- 1+4
- 3+6
- 2+5

Feature &/or Display
Any Merchandising
Price Reduction Only (TPR)
Any Price Reduction
No promo

- 1+2+3+4+5+6
- 1+2+3+4+5+6+7
- 7
- 4+5+6+7
- No promo present

Special Pack Causal Conditions

In addition to Features, Displays, and Price Reduction, causal conditions used in special pack database are defined with reference to an additional causal type – Special Pack.



Any Display	■ b+c+e+f+g+i+j	Feature &/or Display	■ a+b+c+d+e+f+g+h+i+j
Any Feature	■ a+b+d+e+f+h+i	Any Merchandising and/or Special Pack	■ a+b+c+d+e+f+g+h+i+j+k+l+m
Feature Only	■ a+d+h	Price Reduction Only, no Special Pack	■ k
Display Only	■ c+g+j	Any Price Reduction	■ d+e+h+i+j+k+l
Feature & Display	■ b+e+f+i	Special Pack Only	■ l+m
No Promo	■ No promo present	Any Special Pack	■ f+g+h+i+j+l+m

Please note: In Special Pack categories, all UPCs belonging to the same baselining aggregate are treated as though they were promoted in the same way. For example, if one UPC within the aggregate was on display, all of the UPCs will be treated as though they were on display for purposes of measure calculation. As a result, it is possible to see sales on 'Any Special Pack' or 'Special Pack Only' for UPCs that are not themselves Special Packs.

Special Causal Conditions:

In addition to the standard InfoScan causal conditions, IRI also offers a variety of special causal conditions that can be delivered to clients to meet more specific needs. In most instances, only a limited number of measures are available with these special causal conditions.

Special Feature Conditions:

IRI delivers several special feature conditions. These conditions provide additional information about the size or type of feature that was offered.

Any FSP Feature:	A frequent shopper feature was present.
Feature A+:	A retailer coupon was present. There may or may not be a display, price reduction (or special pack) present.
Feature A:	A large feature and/or a retailer coupon were present. There may or may not be a display, price reduction (or special pack) present.
Feature B:	A medium feature was present. There may or may not be a display, price reduction (or special pack) present.
Feature C:	A small sized feature present. There may or may not be a display, price reduction (or special pack) present.
Feature AB:	A retailer coupon, large feature, or medium feature was present. There may or may not be a display, price reduction (or special pack) present.
Feature A+ Only	A retailer coupon feature but no display was present. There may or may not be a price reduction.
Feature A Only	A large feature and/or a retailer coupon feature but no display was present. There may or may not be a price reduction.
Feature B Only	A medium feature but no display was present. There may or may not be a price reduction.
Feature C Only	A small sized feature but no display was present. There may or may not be a price reduction.
Feature AB Only	A retailer coupon feature, large feature, or medium feature but no display was present. There may or may not be a price reduction.

Please note the following:

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- The sum of Any Feature A, Any Feature B, and Any Feature C equals Any Feature.
- The sum of Feature A Only, Feature B Only, and Feature C Only equals Feature Only.

Enhanced Feature Conditions

In addition to the standard and special feature conditions, IRI offers enhanced feature causal conditions on a category-by-category basis. Clients can obtain certain measures using these causal conditions by purchasing a custom feature collection of their category. Prior approval is required from Product Management in order to purchase the enhanced feature measures.

Pictured in Feature*	There was a picture of the product featured.
Front page Feature*	The feature is on the front page of the vehicle.
Middle page Feature*	The feature is not on the front page nor is it on the back page of the vehicle.
Back page Feature*	The feature is on the back page of the vehicle.
Price Multiple Feature*	The feature indicates that a certain number of units can be purchased at a certain price. Example, 4 units for \$8
Multiple Sizes Feature*	Multiple sizes of the product are featured in adjacent ads.
Must Buy Feature*	The feature indicates that a minimum number of units must be purchased to get the featured price.
Limit Feature*	The feature indicates that a maximum number of units can be purchased at the featured price.
Buy One Get One Feature*	The product was featured as a Buy One Get One.

* This causal condition can only be delivered with the purchase of a custom feature collection in the client's category.

Special Display Conditions

In addition to the standard display conditions, IRI offers several special display conditions that provide additional insight into display location and number of displays present.

Lobby Display	A display located in the lobby/checkout area was present. A feature and/or price reduction
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	may or may not have been present.
Major Display	A display was located in the checkout/lobby area, front end-of-aisle, or back end-of-aisle. A feature and/or price reduction may or may not have been present.
Minor Display	A display was located mid-aisle, in the promotional aisle, or in a specialty location. A feature and/or price reduction may or may not have been present. A feature and/or price reduction may or may not have been present.
Shipper	A shipper display was present. A feature and/or price reduction may or may not have been present.
Major Display Only	A Major Display was present but there was no feature. There may or may not have been a price reduction.
Minor Display Only	A Minor Display was present but there was no feature. There may or may not have been a price reduction.
Multiple Displays	More than one display was present in the store.

Special Price Reduction Measures

IRI offers a set of special price reduction measures that offer additional visibility into the depth of temporary price reductions.

Extra Large Price Reduction	A price reduction greater than Z% is present. There may or may not have been a feature or display.
Large Price Reduction	A price reduction greater than or equal to Y% is present. There may or may not have been a feature or display.
Medium Price Reduction	A price reduction greater than or equal to X% but less than Y% is present. There may or may not have been a feature or display.
Small Price Reduction	A price reduction greater than or equal to 5% but less than X% is present. There may or may not have been a feature or display.

The thresholds can be defined on a client/category basis at the time the database is set-up. The default values for the thresholds are:

- X = 15%
- Y = 25%
- Z = 35%

Please note:

- The sum of Large Price Reduction, Medium Price Reduction, and Small Price Reduction equals Any Price Reduction.
- Extra Large Price Reduction is a subset of Large Price Reduction.

Special Census Causal Conditions

IRI delivers a special set of causal conditions for use in geographies for which full causal data is not releasable. Although Displays and Non-Primary features are not reported for these geographies, Price Reduction and Primary feature information is available. The following causal conditions have been created to allow users to track promoted sales and promotion response in geographies for which full causal data is not releasable.

Any Main Ad	A primary feature was present. There may or may not have been a price reduction. There may or may not have been a display or secondary/tertiary feature.
Any Price Cut	A price reduction of at least 5% was present. There may or may not have been a primary feature. There may or may not have been a display or secondary/tertiary feature.
Main Ad or Price Cut	A primary feature and/or a price reduction of at least 5% was present. There may or may not have been a display or secondary/tertiary feature.
Price Cut Only	A price reduction of at least 5% was present with no primary feature. There may or may not have been a display or secondary/tertiary feature.

Base and Incremental Sales Overview

The IRI **baseline** is an estimate of sales for a UPC in a store-week in the absence of promotion. Promotion is defined as any feature, display, or price reduction in the current week or the week after a feature or display observation. Baselining is the “smoothing” process that reflects sales trends without showing the spikes associated with promotions. The actual level of sales for an item will fluctuate above and below the baseline level across time. Across stores for a week, we expect to see observations both above and below the baseline level. We generally do not report baseline measures, but report base sales measures.

When we evaluate sales during a promotion (feature, display, price reduction, FSP) for a UPC, we compare actual sales to baseline sales in promoted stores to determine if additional sales are generated. The difference between these two values is called **Incremental Sales**.

Base Sales are also an estimate of the sales that would be expected in the absence of trade promotion support, but Base sales are adjusted to comply with certain reporting rules. IRI does not report incremental sales in the absence of a trade promotion. This is because incremental sales are logically defined as extra sales due to a promotion. If there is no promotion, the differences in sales versus baseline are due to other effects (beginning with statistical fluctuation), and should not be assigned as promotion effects. Additionally, IRI does not report negative incremental units or volume as is discussed below.

Base and Incremental Sales are calculated using the following rules:

1. For a non-promoted week, incremental sales equals 0 and base sales equals sales.
2. For a promoted week, incremental sales equals sales minus baseline sales. However, if incremental volume or unit sales are less than 0: Incremental Volume or Incremental Unit sales are set to 0 and Base Volume and Base Unit Sales are set equal to Sales.
3. Incremental Dollar Sales is allowed to be negative.

Measure Guide Entries

Measure Group	% ACV (including ACV Weighted Distribution) (Algorithm 019)
Measure Type	Stored
Definition	<p>These measures report a product's distribution or distribution on promotion weighted by the store size (ACV).</p> <p>Theses measures can be reported either with or without a merchandising condition.</p> <ul style="list-style-type: none"> • When reported without a merchandising condition, the measure is often called ACV Weighted Distribution. • When reported with a merchandising condition, the measure group is called % of ACV.
Calculation	<p>ACV Weighted Distribution:</p> $\frac{\sum \text{ACV of stores selling the product} * 100}{\sum \text{ACV of stores in the geography}}$ <p>% of ACV, on merchandising condition:</p> $\frac{\sum \text{ACV of stores selling the product on merchandising} * 100}{\sum \text{ACV of stores in the geography}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • To understand the distribution of a product or group of products. • To understand and compare the promotional reach of products.
Usage Notes	<ul style="list-style-type: none"> • In general, when evaluating overall distribution for periods greater than 13 weeks, the measure Average Weekly % of ACV is preferable to ACV

Weighted Distribution.

- In general, when evaluating promotional reach for periods greater than 13 weeks, the measure % Weekly ACV on merchandising is preferable to % ACV on merchandising.
- These measures are not additive across merchandising conditions. For example, summing % ACV, Feature Only, % ACV, Feature and Display, % ACV Display Only, and % ACV Price Reduction Only does not equal % ACV, Any Merchandising.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV
Product	Largest
Time	Largest

Related Measures

- % ACV Selling
- Average Weekly % of ACV
- Average Period % of ACV
- % Weekly ACV
- % of Stores

Measure Group	% ACV Selling (Algorithm 003)
Measure Type	Derived
Definition	These measures report distribution on merchandising within the stores selling the product. These measures weight distribution by store size (ACV).
Calculation	$\frac{\sum \text{ACV of stores selling the product on merchandising} * 100}{\sum \text{ACV of stores selling the product}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • To compare relative levels of merchandising across brands or products of varying distribution. • To understand the types of promotional support a product receives, irrespective of effectiveness.
Usage Notes	<ul style="list-style-type: none"> • These stores differ from % ACV measures because % ACV Selling expresses the ACV of the stores selling the product on merchandising as a percentage of the ACV of the stores <u>selling</u> the product, while % ACV measures express the ACV of stores selling the product on merchandising as a percentage of the <u>total</u> ACV of the geography. • These measures are most useful with time periods of 13 weeks or less. • These measures are not additive across merchandising conditions. For example, summing % ACV Selling, Feature Only, % ACV Selling, Feature and Display, % ACV Selling Display Only, and % ACV Selling Price Reduction Only does not equal % ACV Selling, Any Merchandising.

Additivity

Non-additive across all dimensions

Aggregation Rules

Derived measures inherit the aggregation rules of their component stored measures.

Related Measures

- % ACV
- % of Stores Selling
- Cumulative Weighted Weeks
- Additive Cumulative Weighted Weeks

Measure Group	% Base Decomposed Sales
Measure Type	Derived
Definition	These measures report a product's Base Sales in promoting stores expressed as a percentage of the product's total Base Sales.
Calculation	$\frac{\text{Base Decomposed Sales} * 100}{\text{Base Sales}}$
Common Use(s)	To determine what percentage of total Base Sales was contributed by stores with a particular merchandising condition.
Usage Notes	<ul style="list-style-type: none"> • Base Decomposed Sales does not take into account the week-after effect, while Base Sales does. This inconsistency may tend to underestimate % Base Decomposed Sales. • Because of the inconsistency noted above, these measures are not recommended for general use.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Sales • % Promoted Sales • % Incremental Sales • Base Weighted Weeks

Measure Group	% Base Decomposed Sales to Total Sales (Algorithm 057)
Measure Type	Derived
Definition	These measures express Base Sales in promoting stores as a percentage of Sales.
Calculation	$\frac{\text{Base Decomposed Sales with merchandising condition} * 100}{\text{Sales}}$
Common Use(s)	To estimate what percentage of total sales would have been expected in promoting stores if no promotion had been present.
Usage Notes	<ul style="list-style-type: none"> • These measures express Base Decomposed Sales as a Percentage of Total Sales, not as a percentage of total Base Sales or as a percentage of Sales on merchandising. • The word <i>Decomposed</i> in the measure name indicates that Base Sales has been broken out by merchandising condition.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Base Sales to Total Sales • % of Incremental Sales to Total Sales • % of Base Sales @ Size to Total Sales

Measure Group	% Base Decomposed Sales @ Size
Measure Type	Derived
Definition	<p>% Base Decomposed Sales @ Size (Volume and Dollars) are used in place of % Base Decomposed Sales for all Special Pack categories.</p> <p>These measures report a product's Base Sales @ Size on a particular merchandising condition expressed as a percentage of the product's total Base Sales @ Size.</p>
Calculation	$\frac{\text{Base Sales @ Size on merchandising condition} * 100}{\text{Base Sales @ Size}}$
Common Use	To determine what percentage of total Base Sales @ Size was contributed by stores with a particular merchandising condition.
Usage Notes	<ul style="list-style-type: none"> • Base Decomposed Sales @ Size does not take into account the week-after effect, while Base Sales @ Size does. This inconsistency may tend to underestimate % Base Decomposed Sales @ Size. • Because of the inconsistency noted above, these measures are not recommended for general use.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Sales • % Incremental Decomposed Sales @ Size • % Base Decomposed Sales

Measure Group	% Base Decomposed Sales @ Size to Total Sales (Algorithm 065)
Measure Type	Derived
Definition	<p>% Base Decomposed Sales @ Size to Total Sales are used in place of % Base Decomposed Sales to Total Sales for all Special Pack categories.</p> <p>These measures express Base in promoting stores as a percentage of total Sales.</p>
Calculation	$\frac{\text{Base Decomposed Sales @ Size} * 100}{\text{Sales}}$
Common Use(s)	To estimate what percentage of total sales would have been expected in promoting stores if no promotion had been present.
Usage Notes	<ul style="list-style-type: none"> • Do not use these measures for products below the Special Pack baselining level. • These measures express Base Decomposed Sales as a Percentage of Total Sales, neither as a percentage of total Base Sales nor as a percentage of Sales on merchandising. • The word Decomposed in the measure name indicates that Base Sales has been broken out by merchandising condition.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	% of Base Sales @ Size to Total Sales % of Base Decomposed Sales to Total Sales

Measure Group	% Base Sales @ Size to Total Sales (Algorithm 065)
Measure Type	Derived
Definition	<p>% Base Sales @ Size to Total Sales are used in place of % Base Sales to Total Sales for all Special Pack categories.</p> <p>These measures express Base Sales @ Size or Base Decomposed Sales @ Size as a percentage of total Sales.</p>
Calculation	$\frac{\text{Base Sales @ Size} * 100}{\text{Sales}}$
Common Use(s)	<ul style="list-style-type: none"> • To determine what amount of Sales would have sold in absence of any merchandising. • To track the importance of Base Sales relative to the competition. • To compare the importance of Base Sales of a product across geographies.
Usage Notes	Do not use these measures for products below the Special Pack baselining level.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Base Sales to Total Sales • % of Incremental Sales @ Size to Total Sales

Measure Group	% Baseline Sales to Total Sales (Algorithm 008)
Measure Type	Derived
Definition	These measures express Baseline Sales as a percentage of total Sales.
Calculation	$\frac{\text{Baseline Sales} * 100}{\text{Sales}}$
Common Use(s)	For most purposes IRI recommends using Base Sales instead of Baseline Sales. Therefore, in most cases % of Base Sales to Total Sales is the preferred measure group. For a comparison of Baseline and Base Sales, please see the description in this document for Baseline Sales.
Usage Notes	Because Baseline Sales is allowed to be greater than Sales in any given week, % of Baseline Sales to Total Sales can result in values greater than 100%.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Base Sales to Total Sales • % of Base Sales @ Size to Total Sales • Baseline Sales

Measure Group	% CWD (including Category Weighted Distribution) (Algorithm 019)
Measure Type	Stored
Definition	<p>These measures report a product's distribution weighted by the Dollar Sales of the stores carrying the category.</p> <p>Theses measures can be reported either with or without a merchandising condition.</p> <ul style="list-style-type: none"> • When reported without a merchandising condition, the measure is often called Category Weighted Distribution. • When reported with a merchandising condition, the measure group is called % CWD.
Calculation	<p>Category Weighted Distribution:</p> $\frac{\sum \text{Category sales of stores selling the product} * 100}{\sum \text{Category sales of stores in the geography}}$ <p>%CWD, on merchandising condition:</p> $\frac{(\sum \text{Category sales of stores selling the product on merchandising} * 100)}{\sum \text{Category sales of stores in the geography}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • To understand the distribution of a product or group of products. • This measure is a useful alternative to ACV Weighted distribution for categories that may not sell in all stores in geography (for example liquor categories).

Usage Notes

- The sales of all of the items in the product hierarchy are considered to be the 'category sales.' If a client's product hierarchy contains more than one category, it will take the sum of the sales of the items in all categories in the product hierarchy.
- Unlike ACV Weighted Distribution, only stores where the category is selling will be included in Category Weighted Distribution.
- When creating geography custom aggregates, this measure is weighted by ACV (\$MM)
- In general, this measure is most useful for evaluating distribution for periods smaller than 13 weeks.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted By: ACV(\$MM)
Product	Largest
Time	Largest

Related Measures

Average Category Weighted Distribution

Measure Group	% CWD Selling
Measure Type	Derived
Definition	<p>These measures report distribution on merchandising within the stores selling the product. These measures weight distribution by TOTAL Category Sales. Category sales will represent the hierarchy when more than one category is present.</p>
Calculation	$\frac{(\sum \text{Category Sales of stores selling the product on merchandising})}{(\sum \text{Category Sales of stores selling the product})}$
Common Use(s)	<ul style="list-style-type: none"> • To compare relative levels of merchandising across brands or products of varying distribution. • To understand the types of promotional support a product receives, irrespective of effectiveness.
Usage Notes	<ul style="list-style-type: none"> • These measures differ from % CWD measures because % CWD Selling expresses the CWD of the stores selling the product on merchandising as a percentage of the CWD of the stores <u>selling</u> the product, while % CWD measures express the CWD of stores selling the product on merchandising as a percentage of the <u>total</u> CWD of the geography. • These measures are not additive across merchandising conditions. For example, summing % CWD Selling, Feature Only, % CWD Selling, Feature and Display, % CWD Selling Display Only, and % CWD Selling Price Reduction Only does not equal % CWD Selling, Any Merchandising. • The sales of all of the items in the product hierarchy are considered to be the 'category sales.' If a client's product hierarchy contains more than one category, it will take the sum of the sales of the items in all categories in the

product hierarchy.

Additivity

Non-additive across all dimensions

Aggregation Rules

Derived measures inherit the aggregation rules of their component stored measures.

Related Measures

% CWD

Measure Group	% Increase in Sales (Algorithm 037)
Measure Type	Stored
Definition	These measures express the percentage by which sales increase in a week during which a specified merchandising condition occurs.
Calculation	<p>These measures are calculated as follows:</p> <p>Let:</p> <p>A(p) = Actual Sales during promotion condition p.</p> <p>B(p) = Base Sales during promotion condition p.</p> <p>WAE = Week-after effect, if applicable.</p> $\frac{[A(p) + WAE - B(p)] * 100}{B(p)}$ <p>WAE or "week-after effect" captures any incremental sales that occurs in the week following a feature or display if there was no promotion in that week. The week-after effect was designed to capture any spill-over incremental resulting from potential misalignment between a retailer's movement week and their promotional week.</p>
Common Use(s)	<ul style="list-style-type: none"> • To determine what types of merchandising are most effective. • To measure the response to the same types of merchandising across different products and time periods.
Usage Notes	<ul style="list-style-type: none"> • Do not derive these measures. Due to IRI's handling of the week-after effect, it is not possible to accurately calculate these measures using other delivered measures. • % Increase in Dollars can be negative. • These measures are not additive across merchandising conditions. For example,

summing % Increase, Feature Only, % Increase, Feature and Display, % Increase Display Only, and % Increase Price Reduction Only does not equal % Increase, Any Merchandising.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: Base Decomposed Sales
Product	Average Weighted by: Base Decomposed Sales
Time	Average Weighted by: Base Decomposed Sales

Related Measures

% Increase in Sales @ Size

Measure Group	% Increase in Sales @ Size (Algorithm 107)
Measure Type	Stored
Definition	<p>% Increase in Sales @ Size are used in place of % Increase in Sales for all Special Pack categories.</p> <p>These measures express the percentage by which sales increase in a week during which a specified merchandising condition occurs. These measures are reported for both volume and dollars.</p>
Calculation	<p>These measures are calculated as follows:</p> <p>Let: A(p) = Actual Sales during promotion condition p. B(p) = Base Sales during promotion condition p. WAE = Week-after effect, if applicable.</p> $\frac{A(p) + WAE - B(p)}{B(p)} * 100$ <p>WAE or "week-after effect" captures any incremental sales that occurs in the week following a feature or display if there was no promotion in that week. The week-after effect was designed to capture any spill-over incremental resulting from potential misalignment between a retailer's movement week and their promotional week.</p>
Common Use(s)	<ul style="list-style-type: none"> • To determine what types of merchandising are most effective. • To measure the response to the same types of merchandising across different products and time periods.

Usage Notes

- **Do not use these measures for products below the Special_Pack baselining level.**
- **Do not derive these measures.** Due to IRI's handling of the week-after effect, it is not possible to accurately calculate these measures using other delivered measures.
- % Increase in Units measures are not available in Special Pack databases.
- These measures are not additive across merchandising conditions. For example, summing % Increase @ Size, Feature Only, % Increase @ Size, Feature and Display, % Increase @ Size Display Only, % Increase @ Size, Special Pack Only and % Increase @ Size Price Reduction Only, No Special Pack does not equal % Increase @ Size, Any Merchandising and/or Special Pack.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: Base Decomposed Sales
Product	Average Weighted by: Base Decomposed Sales
Time	Average Weighted by: Base Decomposed Sales

Related Measures

% Increase in Sales

Measure Group	% Incremental Decomposed Sales
Measure Type	Derived
Definition	These measures report a product's Incremental Sales on a particular merchandising condition expressed as a percentage of the product's total Incremental Sales .
Calculation	$\frac{\text{Incremental Sales on merchandising condition} * 100}{\text{Incremental Sales}}$
Common Use(s)	To determine what percentage of total Incremental Sales was contributed to by Incremental Sales with a particular merchandising condition.
Usage Notes	
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Sales • % Base Decomposed Sales • % Incremental Decomposed Sales @ Size

Measure Group	% Incremental Decomposed Sales @ Size
Measure Type	Derived
Definition	<p>% Incremental Decomposed Sales @ Size (Volume and Dollars) are used in place of % Incremental Decomposed Sales for all Special Pack categories.</p> <p>These measures report a product's Incremental Sales @ Size on a particular merchandising condition expressed as a percentage of the product's total Incremental Sales @ Size.</p>
Calculation	$\frac{\text{Incremental Sales @ Size on merchandising condition} * 100}{\text{Incremental Sales @ Size}}$
Common Use	To determine what percentage of total Incremental Sales was contributed to by Incremental Sales with a particular merchandising condition.
Usage Notes	
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Sales • % Base Decomposed Sales @ Size • % Incremental Decomposed Sales

Measure Group	% Incremental Sales to Total Sales (Algorithm 060)
Measure Type	Derived
Definition	These measures express Incremental Sales as a percentage of total Sales.
Calculation	$\frac{\text{Incremental Sales} * 100}{\text{Sales}}$
Common Use(s)	<ul style="list-style-type: none"> • To determine what portion of total Sales were driven by merchandising. • To compare the importance of Incremental Sales across products and geographies.
Usage Notes	% Incremental Dollars may be negative.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Base Sales to Total Sales • % of Base Decomposed Sales to Total Sales • % of Incremental Sales @ Size to Total Sales

Measure Group	% Incremental Sales @ Size to Total Sales (Algorithm 061)
Measure Type	Derived
Definition	<p>% Incremental Sales @ Size to total Sales is used in place of % of Incremental Sales to total Sales for all Special Pack categories.</p> <p>These measures express Incremental Sales @ Size as a percentage of total Sales. %</p>
Calculation	$\frac{\text{Incremental Sales @ Size} * 100}{\text{Sales}}$
Common Use(s)	<ul style="list-style-type: none"> • To determine what proportion of total Sales were driven by merchandising. • To compare the importance of Incremental Sales across products and geographies.
Usage Notes	<ul style="list-style-type: none"> • Do not use these measures for products below the Special Pack baselining level. • % Incremental Units @ Size is not available for Special Pack Categories. • % Incremental Dollars @ Size may be negative.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Base Sales @ Size to Total Sales • % of Incremental Sales to Total Sales

Measure Group	% of Sales (Algorithm 012)
Measure Type	Derived*
Definition	These measures report a product's sales sold in stores with a particular merchandising condition expressed as a percentage of total Sales.
Calculation	$\frac{\text{Sales on merchandising condition} * 100}{\text{Sales}}$
Common Use(s)	<ul style="list-style-type: none"> • To compare relative levels of merchandising across products, geographies, or time periods. • To understand the types of promotional support a product receives, regardless of effectiveness. • To indicate brand reliance on merchandising. • To understand the importance of different promotion types to product sales.
Usage Notes	
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % Promoted Sales • % Base Sales • % Incremental Sales
<p>* The following two measures are stored due to availability of merchandising conditions: % of Sales, Minor Display Only and % of Sales, Major Display Only.</p>	

Measure Group	% of Stores (Algorithm 021)
Measure Type	Stored
Definition	These measures report a product's distribution or distribution on promotion. These measures do not weight distribution by the size of the store.
Calculation	<p>% of Stores (with no merchandising condition):</p> $\frac{\sum \text{Projection Weights of Stores Selling the product} * 100}{\sum \text{Projection Weights of all Stores in the Geography}}$ <p>% of Stores on merchandising condition:</p> $\frac{\sum \text{Projection Weights of Stores Selling the product with merchandising} * 100}{\sum \text{Projection Weights of all Stores in the Geography}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • These measures track the distribution of a product or group of products in terms of the number of stores in which it was selling. • When used in conjunction with % ACV, to understand whether a product is selling in larger or smaller stores. If % Stores Selling is greater than % ACV, the product tended to sell in stores that are smaller than average. If % Stores Selling is less than % ACV, the product tended to sell in stores that are larger than average. • These measures can be used to understand promotional reach in terms of the number of stores in which the promotion was present.
Usage Notes	<ul style="list-style-type: none"> • Unlike % of ACV measures, these measures do not take into account store size. • These measures are most useful with time periods of 13 weeks or less. • These measures are not additive across merchandising conditions. For example,

summing % of Stores, Feature Only, % of Stores, Feature and Display, % of Stores Display Only, and % of Stores Price Reduction Only does not equal % of Stores, Any Merchandising.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV
Product	Largest
Time	Largest

Related Measures

- % of ACV
- % of Stores Selling

Measure Group	% of Stores Selling (Algorithm 066)
Measure Type	Derived
Definition	These measures report distribution on merchandising within the stores selling the product. These measures are not weighted by store size.
Calculation	$\frac{\sum \text{Projection Weights of Stores selling the product with merchandising}}{\sum \text{Projection Weights of all Stores selling the product}} * 100$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	To compare the promotional reach of brands or products of varying distribution without regard to the size of the stores in which the promotions occurred.
Usage Notes	<ul style="list-style-type: none"> • These measures differ from % of Stores because % of Stores Selling is based on all stores in the geography that sold the product, while % of Stores is based on all stores regardless of whether they sold the product. • These measures are most useful with time periods of 13 weeks or less. • These measures are not additive across merchandising conditions. For example, adding % Stores Selling, Feature Only and % Stores Selling Feature and Display does not produce % Stores Selling, Any Feature.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Stores • % of ACV Selling

Measure Group	% Promoted Sales (Merchandising Mix)
Measure Type	Derived
Definition	These measures report Sales with a specific merchandising condition as a percent of total merchandized sales.
Calculation	$\frac{\text{Sales on merchandising condition} * 100}{\text{Sales, Any Merchandising}}$
Common Use(s)	To determine the importance of a particular merchandising event to total merchandized sales.
Usage Notes	
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % of Sales • % Base Sales • % Incremental Sales

Measure Group	% Promoted Sales, Incremental (Trade Efficiency)
Measure Type	Derived
Definition	These measures report Incremental Sales as a percent of total merchandized sales.
Calculation	$\frac{\text{Incremental Sales} * 100}{\text{Sales, Any Merchandising}}$
Common Use(s)	To evaluate the effectiveness of merchandising by determining what amount of Sales that sold on Merchandising was Incremental.
Usage Notes	<ul style="list-style-type: none"> • IRI's standard, recommended measure for evaluating promotional effectiveness is % Increase. • Incremental Sales includes the week-after effect while Sales, Any Merchandising does not. As a result, this measure could report a value greater than 100%. For this reason, caution should be used when delivering this measure.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • % Incremental Sales to Total Sales • % Promoted Sales, Incremental (SP)

Measure Group	% Promoted Sales, Incremental (SP) (Trade Efficiency)
Measure Type	Derived
Definition	<p>% Promoted Sales, Incremental (SP) is used in place of % Promoted Sales, Incremental for all Special Pack categories.</p> <p>These measures report Incremental Sales @ Size as a percent of merchandized sales.</p>
Calculation	$\frac{\text{Incremental Sales @ Size} * 100}{\text{Sales, Any Merchandising}}$
Common Use(s)	To evaluate the effectiveness of merchandising by determining what amount of Sales that sold on Merchandising were Incremental.
Usage Notes	<ul style="list-style-type: none"> • Do not use this measure for products below the special pack baselining level. • IRI's standard, recommended measure for evaluating promotional effectiveness in special pack categories is % Increase @ Size. • Incremental Sales @ Size includes the week-after effect while Sales, Any Merchandising does not. As a result, this measure could report a value greater than 100%. For this reason, caution should be used when delivering this measure.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<p>% Incremental Sales @ Size to Total Sales</p> <p>% Promoted Sales, Incremental</p>

Measure Group	% Weekly ACV (Algorithm 088)						
Measure Type	Stored						
Definition	These measures are an average of the single week ACV Weighted Distributions with merchandising across all weeks in the period.						
Calculation	$\frac{\sum \% \text{ ACV with merchandising across all weeks in period}}{\text{Number of weeks in the time period}}$						
Common Use(s)	<ul style="list-style-type: none"> • These measures track the average weekly ACV weighted distribution of a product or group of products on merchandising. • % Weekly ACV measures may be preferable to % ACV measures when evaluating distribution for time periods longer than 13 weeks. 						
Usage Notes	<ul style="list-style-type: none"> • These measures are averaged across <u>all</u> weeks in the period. • These measures are only offered with promotion conditions. • These measures are not additive across merchandising conditions. For example, adding % Weekly ACV, Feature Only and % Weekly ACV Feature and Display does not produce % Weekly ACV, Any Feature. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: ACV</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Largest	Time	Average Weighted by: ACV
Geography	Average Weighted by: ACV						
Product	Largest						
Time	Average Weighted by: ACV						
Related Measures	<ul style="list-style-type: none"> • Average weekly % of ACV • Average period % of ACV • % ACV 						

Measure Group	ACV (\$MM) (Algorithm 997)
Measure Type	Stored
Definition	<p>ACV, or All Commodity Volume, represents the total annual dollar sales of the selected geography in million dollars (\$MM).</p> <p>The total dollar sales that go into ACV include the entire store inventory, rather than sales for a specific category of products.</p>
Calculation	This measure is the sum of annualized ACV across all stores in the selected geography.
Common Use(s)	This measure is used to compare relative geography size.
Usage Notes	<ul style="list-style-type: none"> • Our retail agreements do not allow us to release actual chain level ACV information. Therefore when reporting retailer ACV for key accounts and RMAs, we report the midpoint of a predetermined range as the ACV. For example, if we have a predetermined ACV range of 0-25,000 and a retailer who's actual ACV is 18,000, we report the ACV as 12,500 for that retailer. • This measure will report the same values at all levels in the product hierarchy. • Because this is an annualized number, it will always represent ACV for a 52-week period, regardless of number of weeks in the selected period. • For Total US, Regions, Markets, and CRMAs this measure is updated every four weeks. Therefore, it will report the same value four weeks in a row until its next update. • Because we report mid-point ACV information for key accounts and RMAs, for these geographies, the value for this measure will only change if the retailer's ACV moves into a new range.

- For weekly databases this measure will display NA until the ACV is updated for the 4th week of the period.

Additivity

This measure is additive across geographies.

Aggregation Rules

Geography	Total
Product	NA
Time	Largest

Related Measures

- Population
- Households

Measure Group	Added Dollars if 100% Distribution (Opportunity Dollars)
Measure Type	Derived
Definition	This measure estimates the additional Dollar sales that a product would have if it had 100% distribution.
Calculation	$((\text{Dollar Sales} \div \text{ACV Weighted Distribution}) * 100) - \text{Dollar Sales}$
Common Use(s)	To evaluate the potential gain in dollars that may result from increasing distribution to 100%.
Usage Notes	This measure assumes that the product would sell at the same rate in stores where it is not distributed as it sells in stores where it is distributed.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	Sales per point of Distribution

Measure Group	Additive Cumulative Weighted Weeks (Algorithm 040)
Measure Type	Stored
Definition	These measures report the reach and frequency of promotions. They report the number of weeks with a given merchandising condition weighted by the ACV of the stores participating in the promotion.
Calculation	<p>For a single week, these measures are calculated as follows:</p> $\frac{\sum \text{ACV of stores selling the product on merchandising}}{\sum \text{ACV of stores in the geography}}$ <p>These measures are summed across weeks to obtain values for multi-week time periods.</p>
Common Use(s)	<ul style="list-style-type: none"> • To assess the reach and frequency of a given merchandising condition. • To compare the reach and frequency of a given merchandising condition across products, geographies, and time periods.
Usage Notes	<ul style="list-style-type: none"> • For a single week, these measures will be equal to: (% ACV on merchandising condition) ÷ 100 • These measures are not designed to provide insight into how distribution may vary over time. • These measures are not additive across merchandising conditions. For example, summing Additive Cumulative Weighted Weeks, Feature Only; Additive Cumulative Weighted Weeks, Feature and Display; Additive Cumulative Weighted Weeks Display Only; and Additive Cumulative Weighted Weeks Price Reduction Only does not equal Additive Cumulative Weighted Weeks, Any Merchandising. • These measures can report values greater than 1

for a single week if the cume-week parameter in COES is set to a value greater than 1.

Additivity

Additive across time.

Aggregation Rules

Geography	Average Weighted by: ACV
Product	Largest
Time	Total

Related Measures

- % ACV
- Additive Weighted Weeks

Measure Group	Additive Cumulative Weighted Weeks CWD (Algorithm 40)
Measure Type	Stored
Definition	These measures report the reach and frequency of promotions. They report the number of weeks with a given merchandising condition weighted by the stub sales of the stores participating in the promotion.
Calculation	<p>For a single week, these measures are calculated as follows:</p> $\frac{(\text{Category sales of stores selling the product on merchandising} * 100)}{\text{Category sales of stores in the geography}}$ <p>These measures are summed across weeks to obtain values for multi-week time periods.</p>
Common Use(s)	<ul style="list-style-type: none"> • To assess the reach and frequency of a given merchandising condition. • To compare the reach and frequency of a given merchandising condition across products, geographies, and time periods.
Usage Notes	<ul style="list-style-type: none"> • The sales of all of the items in the product hierarchy are considered to be the 'category sales.' If a client's product hierarchy contains more than one category, it will take the sum of the sales of the items in all categories in the product hierarchy. • For a single week, these measures will be equal to: (% CWD on merchandising condition) * 100. • These measures are not designed to provide insight into how distribution may vary over time. • These measures are not additive across merchandising conditions. For example, summing Additive Cumulative Weighted Weeks,

Feature Only; Additive Cumulative Weighted Weeks, Feature and Display; Additive Cumulative Weighted Weeks Display Only; and Additive Cumulative Weighted Weeks Price Reduction Only does not equal Additive Cumulative Weighted Weeks, Any Merchandising.

- These measures can report values greater than 1 for a single week if the cume-week parameter in COES is set to a value greater than 1.

Additivity

Additive across time.

Aggregation Rules

Geography	Average Weighted By: ACV
Product	Largest
Time	Total

Related Measures

- % CWD
- Additive Weighted Weeks CWD

Measure Group	Additive Weighted Weeks (Algorithm 087)
Measure Type	Stored
Definition	<p>These measures report the reach and duration of various merchandising conditions, while also taking into account the number of products on promotion.</p> <p>These measures are similar to Percent ACV with causal condition except these measures are additive across time and up the product hierarchy starting at the level specified by the client.</p>
Calculation	<p>Up to the additivity level, for a single week, these measures are calculated as follows:</p> $\frac{\sum \text{ACV of stores selling the product on merchandising}}{\sum \text{ACV of stores in the geography}}$ <p>These measures are summed across weeks to obtain values for multi-week time periods.</p> <p>Above the additivity level these measures are summed up the product hierarchy.</p>
Common Use(s)	To evaluate the depth and frequency of merchandising events across time.
Usage Notes	<ul style="list-style-type: none"> • The client needs to specify the level of the product hierarchy where these measures become additive. In general it is recommended that it be set at the level at which items are priced and promoted together. • The additivity level cannot be set at the UPC level. • The additivity level cannot be set at the category level. • These measures should not be used below the additivity level. • Do not use these measures with product custom

aggregates containing members below the additivity level. For example, if the additivity level is Brand, you should not use these measures with custom aggregates built from the UPC level.

Additivity

Additive across time and up the product hierarchy starting at the additivity level.

Aggregation Rules

Geography	Average Weighted by: ACV
Product	Total
Time	Total

Related Measures

- % ACV
- Additive Cumulative Weighted Weeks
- Base Weighted Weeks

Measure Group	Additive Weighted Weeks CWD (Algorithm 087)
Measure Type	Stored
Definition	<ul style="list-style-type: none"> • These measures report the reach and duration of various merchandising conditions, while also taking into account the number of products on promotion. • These measures are similar to Percent CWD with causal condition except these measures are additive across time and up the product hierarchy starting at the level specified by the client.
Calculation	<p>Up to the additivity level, for a single week, these measures are calculated as follows:</p> $\frac{(\sum \text{Category sales of stores selling the product on merchandising})}{(\sum \text{Category sales of stores in the geography})}$ <p>These measures are summed across weeks to obtain values for multi-week time periods.</p> <p>Above the additivity level these measures are summed up the product hierarchy.</p>
Common Use(s)	To evaluate the depth and frequency of merchandising events across time.
Usage Notes	<ul style="list-style-type: none"> • The client needs to specify the level of the product hierarchy where these measures become additive. In general it is recommended that it be set at the level at which items are priced and promoted together. • The additivity level cannot be set at the UPC level. • The additivity level cannot be set at the category level.

- These measures should not be used below the additivity level.
- Do not use these measures with product custom aggregates containing members below the additivity level. For example, if the additivity level is Brand, you should not use these measures with custom aggregates built from the UPC level.
- The sales of all of the items in the product hierarchy are considered to be the 'category sales.' If a client's product hierarchy contains more than one category, it will take the sum of the sales of the items in all categories in the product hierarchy.

Additivity

Additive across time and up the product hierarchy starting at the additivity level.

Aggregation Rules

Geography	Average Weighted By: ACV
Product	Total
Time	Total

Related Measures

- % CWD
- Additive Cumulative Weighted Weeks

Measure Group	Average % Price Reduction with Coupon (Algorithm 102)
Measure Type	Stored
Definition	This measure reports the average price reduction from base price in stores that had a Coupon Feature.
Calculation	<p>These measures are calculated as follows:</p> <p>Let:</p> <p>\$MD = Markdown Dollars with Coupon. \$CD = Dollars Sold with Coupon</p> <p>Weighted Average Percent Price Reduction with Coupon equals:</p> $\frac{\$MD * 100}{\$CD + \$MD}$
Common Use(s)	To estimate the depth of price reduction for a product in stores where a coupon was present.
Usage Notes	<ul style="list-style-type: none"> • This measure reports on the average dollar cost of the coupon in stores that had the coupon present relative to dollars sold with the coupon present, regardless of the extent to which the coupon was actually redeemed. <u>It assumes 100% redemption in each store with a coupon.</u> • This measure captures retailer coupons (i.e. coupons that are included in retailer features), not manufacturer coupons. • If there is an additional Price Reduction, the measure may <u>understate</u> the value of the Wtd Avg % Price Reduction because it does not take into account the further price reduction. <p>This measure cannot be manually calculated, it</p>

must be a processed InfoView measure.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	NA
Product	NA
Time	NA

Related Measures

- Weighted Average % Price Reduction
- Weighted Average % Price Cut

Measure Group	Average Category Weighted Distribution (Algorithm 030)
Measure Type	Derived
Definition	This measure is an average of the Category Weighted Distributions across all weeks in a time period <i>in which the product was distributed</i> .
Calculation	$\frac{\sum \% \text{CWD for a product across all weeks in a time period}}{\text{Number of weeks the product was in distribution}}$
Common Use(s)	This measure is used to track the average weekly Category Weighted Distribution of a product or group of products.
Usage Notes	<ul style="list-style-type: none"> • For single week periods, this measure returns the same value as %CWD. • Weeks in which there was no distribution of the product are excluded from this calculation. • This measure is also known as Average Weekly CWD Weighted Distribution.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	%CWD

Measure Group	Average Items per Store Selling (Algorithm 048)	
Measure Type	Stored	
Definition	This measure estimates the average number of different UPCs of a selected product selling in the stores carrying the product aggregate.	
Calculation	$\frac{\sum \text{ACV Weighted Distribution for all UPCs in an aggregate}}{\text{ACV Weighted Distribution for the aggregate}}$	
Common Use(s)	<ul style="list-style-type: none"> • To compare how many different UPCs sold within one product aggregate versus another. • To compare the depth of distribution across products, geographies, and time periods. • Can be used as a complement to ACV Weighted Distribution because it takes into account the effect of limited UPC distribution on any product aggregate. 	
Usage Notes	<ul style="list-style-type: none"> • These measures are most useful with time periods of 13 weeks or less. For longer time periods, use Average Weekly Items per Store Selling. • This measure does not indicate how widespread distribution of a product aggregate is – it indicates the depth of distribution in stores that carry it. • Average Items per Store may be overstated for Special Pack categories when both Special Packs and the Regular Packs they replace are moving at the same time. • At the UPC level this measure will report a value of 1. 	
Additivity	Non-additive across all dimensions.	
Aggregation Rules	Geography	Average Weighted by: ACV * %ACV Weighted Distribution

Product	Non-additive
Time	Largest

Related Measures

Average Weekly Items per Store Selling

Measure Group	Average Items per Store Selling (CWD weighted) (Algorithm 048)						
Measure Type	Stored						
Definition	This measure estimates the average number of different UPCs of a selected product selling in the stores carrying the product aggregate.						
Calculation	$\frac{\sum \text{Category Weighted Distributions for all UPCs in an aggregate}}{\text{Category Weighted Distribution for the aggregate}}$						
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution <u>within a single geography</u>. • Can be used as a complement to Category Weighted Distribution because it takes into account the effect of limited UPC distribution on any product aggregate. 						
Usage Notes	<ul style="list-style-type: none"> • This measure does not indicate how widespread the distribution of a product aggregate is – it indicates the depth of distribution in stores that carry the aggregate. • At the UPC level this measure will report a value of 1. • This measure may be overstated for Special Pack categories when both Special Packs and the Regular Packs they replace are moving at the same time. 						
Additivity	Non-additive across all dimensions.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted By: ACV * ACV Weighted Distribution</td></tr> <tr> <td>Product</td><td>NA</td></tr> <tr> <td>Time</td><td>Largest</td></tr> </table>	Geography	Average Weighted By: ACV * ACV Weighted Distribution	Product	NA	Time	Largest
Geography	Average Weighted By: ACV * ACV Weighted Distribution						
Product	NA						
Time	Largest						
Related Measures	Average Weekly Items per Store Selling (CWD Weighted)						

Measure Group	Average Manufacturer Coupon Value (551)						
Measure Type	Stored						
Definition	This measure estimates the average face value of manufacturer coupons weighted by the circulation of the publications in which the coupon was distributed.						
Calculation	$\frac{(\text{Coupon value in publication 1} * \text{Circulation of publication 1} + \text{Coupon value in publication 2} * \text{Circulation of publication 2} + \text{Coupon value in publication 3} * \text{Circulation of publication 3})}{(\text{Circulation of publication 1} + \text{Circulation of publication 2} + \text{Circulation of publication 3})}$						
Common Use(s)	To track the average value of tracked manufacturer coupons dropped in a market.						
Usage Notes	<ul style="list-style-type: none"> • This measure weights the coupon value by the publication's circulation, not by actual coupons redeemed or by unit sales with coupon. • This measure tracks manufacturer, not retailer, coupons. • Not all manufacturer coupons are tracked in InfoScan. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: Coupon Circulation</td></tr> <tr> <td>Product</td><td>Average Weighted by: Coupon Circulation</td></tr> <tr> <td>Time</td><td>Average Weighted by: Coupon Circulation</td></tr> </table>	Geography	Average Weighted by: Coupon Circulation	Product	Average Weighted by: Coupon Circulation	Time	Average Weighted by: Coupon Circulation
Geography	Average Weighted by: Coupon Circulation						
Product	Average Weighted by: Coupon Circulation						
Time	Average Weighted by: Coupon Circulation						
Related Measures	Average Store Coupon Value						

Measure Group	Average Number of Levels
Measure Type	Stored
Definition	This measure estimates the average number of product aggregates at a certain user-specified level that are selling in the stores carrying the product aggregate.
Calculation	$\frac{\sum \text{ACV Weighted Distribution of all aggregates at the specified level}}{\text{ACV Weighted Distribution of the aggregate}}$
Common Use(s)	<ul style="list-style-type: none"> • To compare how many different levels sold within one product aggregate versus another. • To compare the depth of distribution across products, geographies, and time periods. • This measure is especially useful for Special Pack clients. It is similar to Average Number of Items, but it reports how many sizes (or brands, or forms) are moving without letting the number of UPCs that are moving influence the measure.
Usage Notes	<ul style="list-style-type: none"> • These measures are most useful with time periods of 13 weeks or less. • This measure does not indicate how widespread distribution of a product aggregate is – it indicates the depth of distribution in stores that carry it. • This measure should only be used for Special Pack categories. • The client should set the additivity level of this measure at the Special Pack baselining level. • This measure cannot be used at or below the additivity level. • This measure can be used for secondary totals made up of levels above the additivity level, but cannot be used for secondary totals whose members are levels at or below the additivity level.

Additivity

Non-additive across all dimensions.

Aggregation Rules

Geography	Average Weighted by: ACV * %ACV Weighted Distribution
Product	Non-additive
Time	Largest

Related Measures

Average Items per store selling

Measure Group	Average Period ACV Weighted Distribution (Algorithm 009)						
Measure Type	Stored						
Definition	This measure is an average of the <i>quads</i> of the ACV Weighted Distributions across all weeks in which there was distribution of the product.						
Calculation	$\frac{[(\% \text{ ACV of quad 1} * \# \text{ of wks in quad1}) + (\% \text{ ACV of quad 2} * \# \text{ of wks in quad2}) + (\% \text{ ACV of quad 3} * \# \text{ of wks in quad 3})]}{\text{Total number of weeks in the time period}}$						
Common Use(s)	<ul style="list-style-type: none"> To understand the quad-weekly average ACV weighted distribution of a product or group of products. For most purposes, Average Weekly % ACV is the preferred measure for understanding average distribution. 						
Usage Notes	<ul style="list-style-type: none"> This measure is most appropriate for 12 or 13 week periods. For time single weeks and quads, this measure reports the same value as % ACV. This measure cannot be delivered for databases delivering 13 week periods on a 4-4-4 schedule. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: ACV</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Largest	Time	Average Weighted by: ACV
Geography	Average Weighted by: ACV						
Product	Largest						
Time	Average Weighted by: ACV						
Related Measures	<ul style="list-style-type: none"> % ACV Average Weekly % ACV 						

Measure Group	Average Price (Algorithm 018)
Measure Type	Derived
Definition	These measures report the average product unit or volume price in stores.
Calculation	<p>Average Price without Merchandising:</p> $\frac{\text{Dollar Sales}}{\text{Unit or Volume Sales}}$ <p>Average Price on Merchandising Condition:</p> $\frac{\text{Dollar Sales with Merchandising Condition}}{\text{Unit or Volume Sales with Merchandising Condition}}$
Common Use(s)	To track average product price and average promoted price.
Usage Notes	<ul style="list-style-type: none"> • These measures report an average scanned price, not the shelf price. • Price reflects all FSP discounts for participating FSP retailers and featured FSP discounts for non-participating retailers. • The average price is weighted by Sales, it is not simply a straight average across stores and weeks. • The price reported at upper levels of the product hierarchy becomes an average price of products of different sizes, brands, and flavors. • Average Price per Unit should not be used above the size level in the product hierarchy.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<p>Weighted Average Base Price</p> <p>Weighted Average % Price Reduction</p>

Measure Group	Average Sales per Store Selling (Algorithm 005)						
Measure Type	Stored						
Definition	These measures are calculated as Sales (unit, volume, or dollars) divided by the projected number of stores selling at least one unit of the product during the period(s).						
Calculation	$\frac{\text{Sales (Unit, Volume, Dollar)}}{\text{Number of projected stores selling the product}}$						
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market when the size of the stores in which the item is distributed is not relevant. • To compare sales rates of products with varying levels of distribution or across time when the size of the stores in which the item is distributed is not relevant. 						
Usage Notes	These measures are similar to Sales per \$MM ACV and Sales per Point ACV Weighted Distribution, except that Average Sales per Store Selling is normalized by the number of stores selling the product and therefore do not take into account store size. One can therefore expect products that tend to sell in larger stores to have higher Sales per Stores Selling than items that sell predominately in smaller stores.						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV * ACV Weighted Distribution</td></tr> <tr> <td>Product</td><td>NA</td></tr> <tr> <td>Time</td><td>NA</td></tr> </table>	Geography	Average Weighted by: ACV * ACV Weighted Distribution	Product	NA	Time	NA
Geography	Average Weighted by: ACV * ACV Weighted Distribution						
Product	NA						
Time	NA						
Related Measures	<ul style="list-style-type: none"> • Sales per \$MM ACV • Sales per Point ACV Weighted Distribution 						

Measure Group Average Store Coupon Value (Algorithm 076)

Measure Type Stored

Definition This measure is an estimate of the average value of retailer coupons (A+ features).

Calculation
$$\frac{[(\text{Coupon value 1} * \text{Unit Sales in stores with coupon value 1}) + (\text{Coupon value 2} * \text{Unit Sales in stores with coupon value 2}) + (\text{Coupon value} * \text{Unit Sales in stores with coupon value 3})]}{\text{Unit Sales in stores where coupon is valid}}$$

How we code coupon value at the store level:

A) *Coupon value is printed directly on the coupon*

The coupon value is coded as the face value of the coupon. For example, if the price on the coupon is Buy 2 units, get \$1.00 off, the coupon value is \$.50.



B) *Price paid for the item is stated directly on the coupon*



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The coupon value is calculated as Base Price* - Price printed on coupon.

For example, if the price with coupon is \$.60, the Base Price* is \$1.00, and the Price* is \$.88, the Coupon Value is coded as \$1.00-\$. 60 =\$.40.

C) *The coupon is a Buy/Get coupon*



The coupon value is calculated as:

$(\text{Buy Units} \times \text{Base Price}^*) / (\text{Buy Units} + \text{Get Units}).$

Where Buy Units and Get Units come from the text in the coupon.

For example, a coupon states Buy 10, get 5 free. The Base Price* is 1.25. The coupon value is:

$(10 \text{ units} \times \$1.25) / 15 \text{ units} = .83.$

Note:

For cases B) and C) described above, if there is a price reduction during the week that the coupon is coded, the calculation of coupon value will be overstated because it uses Base Price*, not Price*. For example, in case B) If Coupon Value had used the Price*, it would report $\$.88-.60 = \$.28$, which is actually how much the consumer saved by using the coupon.

* Base Price and Price* are internal IRI values in the store-level data. Price is the average selling price at the store-week-UPC level.

Example

	<u>Store 1</u>	<u>Store 2</u>
Coupon Value	\$.10	\$.20
Projected Units	10	30

$$\text{Ave Store Coupon Val} = \frac{(\$.10) * (10) + (\$.20) * (30)}{30 + 10}$$

$$(1 + 6) / 40 = (7 / 40) = .175 \sim \$.18$$

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The value of the coupon in each store, geography or product is weighted by the units sold in each store where the coupon is valid.

Common Use(s)

To track the average value of retailer coupons.

Usage Notes

- This measure represents the value of coupons that appear in retailer features – it does not include manufacturer coupons distributed through other methods.
- This measure does not take into account coupon redemption. It assumes 100% redemption in each store with a coupon.
- This measure cannot be manually calculated, it must be a processed InfoView measure.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	NA
Product	NA
Time	NA

Related Measures

Average Manufacturer Coupon Value

Measure Group	Average Store Price with Coupon (Algorithm 101)
Measure Type	Stored
Definition	These measures report the average product price per unit in stores where a retailer coupon was present.
Calculation	<p><u>Dollar Sales in Stores where coupon was valid</u> Unit Sales in Stores where coupon was valid</p> <p>Dollar Sales in Stores where coupon was valid is calculated as: Units in Stores where coupon was valid X Price With with Coupon*.</p> <p>Unit Sales in Stores where coupon was valid is the sum of Unit Sales from stores with the coupon.</p> <p>Where Price With with Coupon = Base Price* - Coupon Value.*</p> <p>* Price With with Coupon, Base Price, Price, and Coupon Value are internal IRI values in the store-level data. Price is the average selling price at the store-week-UPC level.</p>
Common Use(s)	To track average product price with coupon.

Usage Notes

- This measure uses Base Price paid with coupon. If there was a further price reduction in addition to the coupon, the Average Price paid will not reflect the additional price reduction. Therefore the Average Price Paid with Coupon may be overstated.
- For most retailers, price reflects FSP discounts.
- The average price is weighted by sales of stores where the coupon was valid, it is not simply an average across weeks.
- The price reported at upper levels of the hierarchy becomes an average price of products of different sizes, brands, and flavors.
- This measure cannot be manually calculated, it must be a processed InfoView measure.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	NA
Product	NA
Time	NA

Related Measures

Average Price

Measure Group	Average Weekly % of ACV (Algorithm 030)						
Measure Type	Stored						
Definition	This measure is an average of the ACV Weighted Distributions across all weeks in a time period <i>in which the product was distributed</i> .						
Calculation	$\frac{\sum \% \text{ ACV for a product across all weeks in time period}}{\text{Number of weeks the product was in distribution}}$						
Common Use(s)	<ul style="list-style-type: none"> • This measure is used to track the average weekly ACV weighted distribution of a product or group of products. • Because % ACV Weighted Distribution tends towards 100% for long time periods, this measure is preferable to ACV Weighted Distribution for longer time periods. 						
Usage Notes	<ul style="list-style-type: none"> • For single week periods, this measure returns the same value as %ACV. • Weeks in which there was no distribution of the product are excluded from this calculation. • This measure is also known as Average Weekly ACV Weighted Distribution. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: ACV</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Largest	Time	Average Weighted by: ACV
Geography	Average Weighted by: ACV						
Product	Largest						
Time	Average Weighted by: ACV						
Related Measures	<ul style="list-style-type: none"> • % ACV • % Weekly ACV • Average Period ACV 						

Measure Group	Average Weekly % ACV Selling (Algorithm 127)						
Measure Type	Stored						
Definition	This measure reports the average value of % ACV Selling with a merchandising condition across weeks in a multi-week period in which the product was on merchandising.						
Calculation	$\frac{\sum \% \text{ACV Selling with Merch for across all weeks in a time period}}{\text{Number of weeks where \%ACV Selling with Merch is } > 0}$						
Common Use(s)	<ul style="list-style-type: none"> To compare relative levels of merchandising across multiweek periods. To understand the types of promotional support a product receives, irrespective of effectiveness. 						
Usage Notes	<ul style="list-style-type: none"> For single week periods, this measure returns the same value as %ACV Selling with Merchandising condition. Weeks in which the product was not on the particular merchandising condition are excluded from this calculation. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: ACV</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Largest	Time	Average Weighted by: ACV
Geography	Average Weighted by: ACV						
Product	Largest						
Time	Average Weighted by: ACV						
Related Measures	% ACV Selling						

Measure Group	Average Weekly Base Sales per \$MM ACV (Algorithm 023)
Measure Type	Stored
Definition	These measures report the average weekly Base Sales rate per million dollar annual ACV, weighted by the product's average weekly distribution.
Calculation	<p>These measures can be expressed mathematically as follows:</p> <p>Let: $S(t)$ = Base Sales per \$MM ACV at week t $D(t)$ = ACV Weighted Distribution at week t $t = 1, \dots, n$</p> <p>Average Weekly Base Sales per \$MM ACV equals:</p> $\frac{\sum_{t=1}^N [S(t) * D(t)]}{\sum_{t=1}^N D(t)}$
Common Use(s)	<ul style="list-style-type: none"> • These measures are used to compare Base Sales rates of products with varying levels of distribution and to compare Base Sales rates across geographies of different sizes and across time periods of varying lengths. • Average Weekly Base Sales per \$MM ACV are preferable to Base Sales per \$MM ACV when looking at longer time periods or comparing periods of different lengths.
Usage Notes	<ul style="list-style-type: none"> • Because these measures are weighted by ACV Weighted Distribution, weeks in which the product was not distributed are effectively

- eliminated from the calculation.
- These measures cannot be used with product custom aggregates.

Additivity Aggregation Rules

Non-additive across all dimensions

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	Average Weighted by: ACV * ACV Weighted Distribution

Related Measures

- Average Weekly Sales per \$MM ACV
- Average Weekly Incremental Sales per \$MM ACV

Measure Group	Average Weekly Base Volume (Algorithm A02)
Measure Type	Derived
Definition	This measure is a weekly average of Base Volume across all weeks in a time period.
Calculation	$\frac{\text{Base Volume}}{\text{Number of weeks in the period}}$
Common Use(s)	To compare Base Volume across time periods of different lengths.
Usage Notes	
Aggregation Rules	Derived measures inherit the aggregation rules of their component measures.
Related Measures	<ul style="list-style-type: none"> • Base Sales • Base Weighted Weeks

Measure Group	Average Weekly Category Weighted Distribution (Algorithm 030)						
Measure Type	Stored						
Definition	This measure is an average of the Category Weighted Distributions across all weeks in a time period <i>in which the product was distributed</i> .						
Calculation	$\frac{\sum \text{Category Weighted Distribution for a product across all weeks in time period}}{\text{Number of weeks the product was in distribution}}$						
Common Use(s)	<ul style="list-style-type: none"> • This measure is used to track the average weekly Category Weighted Distribution of a product or group of products. • Because Category Weighted Distribution tends towards 100% for long time periods, this measure is preferable to Category Weighted Distribution for longer time periods. 						
Usage Notes	<ul style="list-style-type: none"> • For single week periods, this measure returns the same value as Category Weighted Distribution. • Weeks in which there was no distribution of the product are excluded from this calculation. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: ACV</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Largest	Time	Average Weighted by: ACV
Geography	Average Weighted by: ACV						
Product	Largest						
Time	Average Weighted by: ACV						
Related Measures	<ul style="list-style-type: none"> • Category Weighted Distribution • Average Weekly % of ACV 						

Measure Group	Average Weekly Incremental Sales per \$MM ACV (Algorithm 031)
Measure Type	Stored
Definition	These measures report the average weekly Incremental Sales per million dollar annual ACV, weighted by the product's average weekly distribution. They represent the incremental sales efficiency for a product in relation to its distribution.
Calculation	<p>These measures are expressed mathematically as follows:</p> <p>Let: $S(t)$ = Incremental Sales per \$MM ACV at week t $D(t)$ = ACV Weighted Distribution at week t $t = 1, \dots, n$</p> <p>Average Weekly Incremental Sales per \$MM ACV equals:</p> $\frac{\sum_{t=1}^N [S(t) * D(t)]}{\sum_{t=1}^N D(t)}$
Common Use(s)	<ul style="list-style-type: none"> • These measures are used to compare Incremental Sales across products with varying levels of distribution, across geographies of different sizes, or across time periods of different lengths. • Average weekly measures are preferable to non-weekly measures when looking at longer time periods or comparing periods of different lengths.
Usage Notes	<ul style="list-style-type: none"> • Because these measures are weighted by ACV Weighted Distribution, weeks in which the product was not distributed are effectively eliminated from the calculation. • These measures cannot be used with product custom aggregates.
Additivity	Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	Average Weighted by: ACV * ACV Weighted Distribution

Related Measures

- Average Weekly Sales per \$MM ACV
- Average Weekly Base Sales per \$MM ACV

Measure Group	Average Weekly Items per Store Selling (Algorithm 180)
Measure Type	Stored
Definition	This measure estimates the average weekly number of different UPCs of a selected product available in each store carrying the product aggregate.
Calculation	$\Sigma \frac{\text{Average Items per Store Selling across all weeks}}{\text{Number of weeks in distribution}}$
Common Use(s)	<ul style="list-style-type: none"> • This measure is used to compare the depth of distribution across products, geographies, and time periods. • This measure is recommended over Average Items per Store Selling for larger time periods and when comparing time periods of varying lengths. • This measure can be used as a complement to Average Weekly ACV Weighted Distribution because it takes into account the effect of limited UPC distribution on any higher aggregate of UPC (i.e.: brand, category, etc.) distribution.
Usage Notes	<ul style="list-style-type: none"> • This measure does not indicate how widespread distribution of a product aggregate is – it indicates the depth of distribution in stores that carry it. • This measure may be overstated for Special Pack categories when both Special Packs and the Regular Packs they replace are both moving at the same time.
Additivity	Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV * Average Weekly ACV Weighted Distribution
Product	NA
Time	Average Weighted by: ACV * Average Weekly ACV Weighted Distribution

Related Measures

Average Items per Store Selling

Measure Group	Average Weekly Items per Store Selling (CWD weighted) (Algorithm 180)	
Measure Type	Stored	
Definition	This measure estimates the average number of different UPCs of a selected product selling in the stores carrying the product aggregate. Note that this version of Average Weekly Items per Store Selling is based on Category Weighted Distribution.	
Calculation	$\frac{\Sigma \text{ Average Items per Store Selling (CWD weighted) across all weeks}}{\text{Number of weeks in distribution}}$	
Common Use(s)	<ul style="list-style-type: none"> • This measure is used to compare the depth of distribution across products, geographies, and time periods. • This measure is recommended over Average Items per Store Selling for larger time periods and when comparing time periods of varying lengths. • This measure can be used as a complement to Average Weekly CWD Weighted Distribution because it takes into account the effect of limited UPC distribution on any higher aggregate of UPC (i.e.: brand, category, etc.) distribution. 	
Usage Notes	<ul style="list-style-type: none"> • This measure does not indicate how widespread distribution of a product aggregate is – it indicates the depth of distribution in stores that carry it. • This measure may be overstated for Special Pack categories when both Special Packs and the Regular Packs they replace are both moving at the same time. 	
Additivity	Non-additive across all dimensions.	
Aggregation Rules	Geography	Average Weighted By: ACV *

	Average Weekly ACV Weighted Distribution
Product	NA
Time	Average Weighted By: ACV * Average Weekly ACV Weighted Distribution

Related Measures

Average Items per Store Selling CWD

Measure Group	Average Weekly Sales per \$MM ACV (Algorithm 020)
Measure Type	Stored
Definition	These measures report the average weekly sales per million dollar annual ACV, weighted by the product's average weekly distribution.
Calculation	<p>These measures are expressed mathematically as follows:</p> <p>Let: $S(t)$ = Sales per \$MM ACV at week t $D(t)$ = ACV Weighted Distribution at week t $t = 1, \dots, n$</p> <p>Average Weekly Sales per \$MM ACV equals:</p> $\frac{\sum_{t=1}^N [S(t) * D(t)]}{\sum_{t=1}^N D(t)}$
Common Use(s)	<ul style="list-style-type: none"> To compare sales rates of products with varying levels of distribution and to compare sales rates across geographies of different sizes. Average Weekly Sales per \$MM ACV are preferable to Sales per \$MM ACV when looking at longer time periods or comparing periods of different lengths.
Usage Notes	<ul style="list-style-type: none"> Because these measures are weighted by ACV Weighted Distribution, weeks in which the product was not distributed are effectively eliminated from the calculation. This measure cannot be used with product custom aggregates.
Additivity	Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	Average Weighted by: ACV * ACV Weighted Distribution

Related Measures

- Sales per \$MM ACV
- Average Weekly Base Sales per \$MM ACV
- Average Weekly Incremental Sales per \$MM ACV

Measure Group	Base Decomposed Sales (Algorithm 010)						
Measure Type	Stored						
Definition	Base Decomposed Sales measures estimate sales that would have occurred in stores with a specific merchandising condition if no promotion had been present.						
Calculation	<p>These measures are calculated using IRI's proprietary Baselineing Model.</p> <p>These measures are calculated as the sum of all baselines for each store and each week with the specified merchandising conditions.</p>						
Common Use(s)	<ul style="list-style-type: none"> • To compare sales that would have occurred in the absence of retailer promotion of a brand to a competitor's sales in absence of promotion. • To track sales that would have occurred in the absence of retailer promotion over time. 						
Usage Notes	<p>Base Sales take into account the week-after effect, but Base Decomposed Sales measures do not.</p> <p>Therefore: do not create user-defined measures combining Base Sales and Base Decomposed Sales.</p>						
Additivity	Additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Total	Time	Total
Geography	Total						
Product	Total						
Time	Total						
Related Measures	<ul style="list-style-type: none"> • Base Sales • Incremental Decomposed Sales • Base Decomposed Sales @ Size 						

Measure Group	Base Decomposed Sales @ Size (Algorithm 079)
Measure Type	Stored
Definition	<p>Base Decomposed Sales @ Size measures are used in place of Base Decomposed Sales for all Special Pack categories.</p> <p>Base Decomposed Sales @ Size measures estimate sales that would have occurred in stores with a specific merchandising condition if no promotion had been present.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Special Pack Baseline Model. In weeks without promotions, Base Sales are always equal to sales.</p> <p>Base Sales @ Size measures are calculated as the sum of all baselines for each store and each week with the specified merchandising condition.</p>
Common Use(s)	<ul style="list-style-type: none"> • To compare sales that would have occurred in the absence of retailer promotion or manufacturer Special Packs for a brand relative to a competitor's sales in the absence of retailer promotion. • To track sales that would have occurred in the absence of retailer promotion or manufacturer Special Packs over time.
Usage Notes	<ul style="list-style-type: none"> • Do not use these measures for products below the Special Pack baselining level. • Base Sales @ Size measures take into account the week-after effect, Base Decomposed Sales @ Size do not. Therefore: do not create user-defined measures that combine Base Sales @ Size and Base Decomposed Sales @ Size. • Because Special pack baselines are calculated on a per volume basis, it is not possible to calculate meaningful Base Decomposed Units @

Size measures. Base Decomposed Units @ Size measures are not available by design. **Do not derive Base Decomposed Sales @ Size for Units.**

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Base Sales @ Size
- Incremental Decomposed Sales @ Size
- Base Decomposed Sales

Measure Group	Base Sales (Algorithm 010)
Measure Type	Stored
Definition	These measures estimate sales that would have occurred in the absence of retailer merchandising (features, displays, and/or price reductions) or in the absence of a display or feature in the previous week.
Calculation	<p>These measures are calculated using IRI's proprietary Baselineing Model.</p> <p>These measures are calculated as the sum of all baselines for each store and each week during the period.</p> <p>The following rule are applied when calculating base sales:</p> <ul style="list-style-type: none"> • Weeks after Features and Displays are considered promoted for the purposes of calculating Base Sales. • In non-promoting store/weeks base sales are set equal to sales. • If projected Base Unit (or Volume) Sales exceed Unit (or Volume) Sales, Base Unit (or Volume) Sales are set equal to sales. • Base Dollar Sales are allowed to exceed Dollar Sales.
Common Use(s)	<ul style="list-style-type: none"> • To compare sales that would have occurred in the absence of retailer promotion of a brand relative to a competitor's sales in absence of promotion. • To track sales that would have occurred in the absence of retailer promotion over time.
Usage Notes	<p>Base Sales take into account the week-after effect, but Base Decomposed Sales measures do not.</p> <p>Therefore: do not create user-defined measures that</p>

combine Base Sales and Base Decomposed Sales.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Base Decomposed Sales
- Incremental Sales
- Base Sales @ Size

Measure Group	Base Sales @ Size (Algorithm 079)
Measure Type	Stored
Definition	<p>Base Sales @ Size are used in place of Base Sales for all Special Pack categories.</p> <p>These measures are an estimate of volume or dollar sales that would have occurred in the absence of retailer merchandising (features, displays, and/or price reductions), manufacturer Special Packs, or in the absence of a display or feature in the previous week.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Special Pack Baseline Model.</p> <p>These measures are calculated as the sum of all baselines for each store and each week during the period.</p> <p>The following rule are applied when calculating Base Sale @ Size:</p> <ul style="list-style-type: none"> • Weeks after Features and Displays are considered promoted for the purposes of calculating Base Sales @ Size. • In non-promoting store/weeks base sales are set equal to sales. • If projected Base Volume Sales exceed Volume Sales at the special pack baselining level, Base Volume is set equal to sales. • Base Dollar Sales @ Size are allowed to exceed Dollar Sales.
Common Use(s)	<ul style="list-style-type: none"> • To compare sales that would have occurred in the absence of retailer promotion or manufacturer Special Packs for a brand relative to a competitor's sales in the absence of retailer promotion. • To track sales that would have occurred in the

absence of retailer promotion or manufacturer Special Packs over time.

Usage Notes

- **Do not use these measures for products below the Special Pack baselining level.**
- Base Sales @ Size measures take into account the week-after effect, Base Decomposed Sales @ Size do not. Therefore: **do not create user-defined measures that combine Base Sales @ Size and Base Decomposed Sales @ Size.**
- Because Special pack baselines are calculated on a per volume basis, it is not possible to calculate meaningful Base Units @ Size measures. Base Units @ Size measures are not available by design. **Do not derive Base Sales @ Size for Units**

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Base Decomposed Sales @ Size
- Incremental Sales @ Size
- Base Sales

Measure Group	Base Sales @ Size per \$MM ACV (Algorithm 086)
Measure Type	Stored
Definition	<p>Base Sales @ Size per \$MM ACV are used in place of Base Sales per \$MM ACV for all Special Pack categories.</p> <p>Total Base Sales @ Size during the selected time period per million dollars of annual ACV of stores selling the product.</p>
Calculation	$\frac{\text{Base Sales @ size}}{\Sigma \text{ ACV of the stores selling the product}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • To compare Base Sales @ Size of products with varying levels of distribution • To compare Base Sales across geographies of different sizes.
Usage Notes	<ul style="list-style-type: none"> • Do not use these measures for products below the Special Pack baselining level. • Because IRI uses an annualized ACV estimate when calculating Base Sales @ Size per \$MM ACV, do not use these measures to compare sales rates across time periods of varying length. The denominator in these measures always represents ACV for 52 weeks regardless of the length of the time period selected. • These measures cannot be used with time or product custom aggregates.
Additivity	Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	NA

Related Measures

- Sales per \$MM ACV
- Base Sales per \$MM ACV

Measure Group	Base Sales per \$MM ACV (Algorithm 052)
Measure Type	Stored
Definition	Total Base Sales during the selected time period per million dollars of annual ACV of stores selling the product.
Calculation	$\frac{\text{Base Sales}}{\Sigma \text{ ACV of the stores selling the product}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> To compare Base Sales of products with varying levels of distribution To compare Base Sales across geographies of different sizes.
Usage Notes	<ul style="list-style-type: none"> Because IRI uses an annualized ACV estimate when calculating Base Sales @ Size per \$MM ACV, do not use these measures to compare sales rates across time periods of varying length. The denominator in these measures always represents ACV for 52 weeks regardless of the length of the selected time period. For time periods larger than 13 weeks, Average Weekly Base Sales per \$MM ACV is recommended. These measures cannot be used with time or product custom aggregates.
Additivity	Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	NA

Related Measures

Sales per \$MM ACV

Measure Group	Base Sales Share of Category Base (Algorithm 026)
Measure Type	Derived
Definition	These measures report a product's Base Sales expressed as a percentage of the category's Base Sales.
Calculation	$\frac{\text{Base Sales of the product} * 100}{\text{Base Sales of the Category}}$
Common Use(s)	To evaluate a product's share of the category taking out the impacts of temporary promotions.
Usage Notes	None
Additivity	Additive up the product hierarchy for products within the same category.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Sales Share of Category Sales • Incremental Sales Share of Category Incremental • Base Sales Share of Total Category

Measure Group	Base Sales Share of Total Category (Algorithm 025)
Measure Type	Derived
Definition	These measures report a product's Base Sales expressed as a percentage of the total category sales.
Calculation	$\frac{\text{Base Sales of the product} * 100}{\text{Total Sales of the category}}$
Common Use(s)	<ul style="list-style-type: none"> • Track Base Sales relative to the competition. • Compare Base Sales of a product across geographies.
Usage Notes	None
Additivity	Additive up the product hierarchy for items belonging to the same category.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Sales Share of Category Sales • Base Share of Category Base Sales

Measure Group	Base Weighted Weeks
Measure Type	Derived
Definition	These measures report the number of weeks, each equivalent to an average week of the product's base sales, for which the product was supported with a particular type of promotion.
Calculation	$\frac{\text{Base Decomposed Volume with Merchandising condition}}{\text{Average Weekly Base Volume}}$
Common Use(s)	To evaluate the depth and duration of promotional support, particularly when not all items within the product line were promoted similarly.
Usage Notes	Unlike Additive Cumulative Weighted Weeks, Base Weighted Weeks does not assume that all items within a product hierarchy are being promoted identically.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component measures.
Related Measures	<ul style="list-style-type: none"> • Additive Weighted Weeks • Additive Cumulative Weighted Weeks • Incremental Weeks

Measure Group	Baseline Sales (Algorithm 078)
Measure Type	Stored
Definition	Baseline Sales are IRI's projected baseline sales with no additional reporting adjustments. They report estimated (unit, volume, or dollar) sales that would have occurred in the absence of retailer merchandising (features, displays, and/or price reductions).
Calculation	These measures are calculated using IRI's proprietary Baselining Model. They are calculated as the sum of all the projected baselines for each store and for each week during the period(s).
Common Use(s)	IRI recommends Base Sales for most tracking purposes. Baseline Sales are most useful for complex modeling purposes.
Usage Notes	<p>Base and Baseline Sales differ in the following ways:</p> <ul style="list-style-type: none"> • In weeks of promotion, Baseline Sales are allowed to be higher than Sales, while Base Sales are not. • In weeks of non-promotion, Baseline Sales measures are not set equal to sales and are therefore allowed to be greater or less than Sales. • Baseline Sales measures do not take into account the week-after effect, while Base Sales measures do.
Additivity	Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Base Sales
- Normal Sales
- Incremental Sales

Measure Group	Brand Development Index
Measure Type	Derived
Definition	This measure estimates the strength of a brand's sales in a given market relative to the brand's sales in the Total US.
Calculation	$\frac{(\text{Volume Sales in a Geography} \div \text{Population of the Geography})}{(\text{Volume Sales in Total US} \div \text{Total US Population})}$
Common Use(s)	<p>To identify markets where there is a sales/distribution/marketing opportunity by determining which markets have strong or weak sales of the brand compared to the Total US.</p> <ul style="list-style-type: none"> • An index of around 100 suggests that the market has average development, or that sales are at an average level compared to Total US. • An index higher than 120 suggests that it is a particularly strong market for the brand. • An index below 80 suggests it is a weak market for the brand.
Usage Notes	<ul style="list-style-type: none"> • This measure will report NA for secondary totals if the members of the secondary total are from different categories or different brands. • This measure is not available for CRMAs. They can be made available for some CRMAs if custom programming is done to link the CRMA population to Total US. • This measure is not available for RMAs. • Below the Brand level this measure will report the index for the Brand to which the product belongs. • This measure will report an NA above the Brand level.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.

Related Measures

- Product Development Index (PDI)
- Category Development Index (CDI)

Measure Group	Bump Sales (Algorithm 071)
Measure Type	Stored
Definition	<p>These measures are like Incremental Sales except they are used for Census only accounts where we report only Primary Features (Main Ads) and Price Cuts, but not Displays.</p> <p>They are the estimated additional sales attributable to Main Ads (Primary Features) and/or Price Cuts.</p> <p>Bump Sales are reported for a product or group of products during weeks with observed retailer merchandising and during weeks of non-merchandising when there was a Main Ad in the previous week.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Baseline Model.</p> <p>These measures are calculated as the difference between Sales and Baseline Sales.</p> <p>The following rule are applied when calculating Bump Sales:</p> <ul style="list-style-type: none"> • In non-promoting store/weeks Bump Sales equal zero. • If Units (or Volume) – Baseline Units (or Volume) is less than zero, Bump Sales is set equal to zero. • Bump Dollars are allowed to be negative.
Common Use(s)	<ul style="list-style-type: none"> • To determine the amount of sales generated by primary features and price cuts. • To measure the relative effectiveness of promotions across products, time, and in geographies that are not full-causal releasable. • To determine if the price reduction on a promotion generated enough sales to offset the decrease in dollar sales due to price reduction.

Usage Notes

- These measures are calculated exclusively from census stores.
- Unlike Incremental Sales, Bump Sales measures do not include the effect of Displays.
- Bump Dollars are allowed to be negative, but Bump Units and Bump Volume are always greater than or equal to zero.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Normal Sales
- Incremental Sales

Measure Group	Category Development Index
Measure Type	Derived
Definition	This measure estimates the strength of a category's sales in a given market relative to the category sales in the Total US.
Calculation	$\frac{(\text{Volume Sales in a Geography} \div \text{Population of the Geography})}{(\text{Volume Sales in Total US} \div \text{Total US Population})}$
Common Use(s)	<p>To identify markets where there is a sales/distribution/marketing opportunity by determining which markets have strong or weak sales of the brand compared to the Total US.</p> <ul style="list-style-type: none"> • An index of around 100 suggests that the market has average development, or that sales are at an average level compared to Total US. • An index higher than 120 suggests that it is a particularly strong market for the category. • An index below 80 suggests it is a weak market for the category.
Usage Notes	<ul style="list-style-type: none"> • This measure will report NA for a secondary total if the elements in the secondary total are from different categories. • This measure is not available for CRMAs. They can be made available for some CRMAs if custom programming is done to link the CRMA population to Total US. • This measure is not available for RMAs. • This measure will report the same value for all products within a category.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Product Development Index (PDI) • Category Development Index (CDI)

Measure Group	Coupon Circulation (Algorithm 552)						
Measure Type	Stored						
Definition	Estimated circulation of newspapers and magazines in which a tracked manufacturer coupon was present.						
Calculation	<p>Coupon Circulation for Newspapers: (Circulation of audited newspapers with coupon ÷ Circulation of all audited newspapers) * Total newspaper circulation</p> <p>Coupon Circulation for Magazines: For each magazine circulation event, the circulation is simply the magazine's market circulation.</p>						
Common Use(s)	To measure the total reach of a coupon drop.						
Usage Notes	<ul style="list-style-type: none"> • Coupon Circulation is reported in 49 out of 65 standard InfoScan markets. • This measure will not report for secondary totals because of the potential for double counting items. • Not all manufacturer coupons are tracked in InfoScan. 						
Additivity	Additive across geographies and time.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Largest	Time	Total
Geography	Total						
Product	Largest						
Time	Total						
Related Measures	Share of Coupon Circulation						

Measure Group	Estimated Coupon Redemption (Algorithm 553)						
Measure Type	Stored						
Definition	This measure estimates the total number of manufacturer coupons that could potentially be redeemed for a product or group of products.						
Calculation	<p>(Coupon Circulation * Redemption Rate of vehicle 1 + Coupon Circulation * Redemption Rate of vehicle 2 + Coupon Circulation * Redemption Rate of vehicle 3)</p> <p>Redemption rates will vary by type of coupon (i.e., Free Standing Insert = 42%, direct mail redemption rate = 7.0 %, etc.).</p>						
Common Use(s)	To estimate the total number of coupons that could be redeemed for all tracked manufacturer coupons that were dropped for a product or group of products.						
Usage Notes	<ul style="list-style-type: none"> • This measure does not measure the actual redemption of the coupon. • Not all manufacturer coupons are tracked in InfoScan. 						
Additivity	Additive across geographies and periods.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Largest	Time	Total
Geography	Total						
Product	Largest						
Time	Total						
Related Measures	Coupon Circulation						

Measure Group	Households (Algorithm 998)						
Measure Type	Stored						
Definition	The number of households within a specified geography.						
Calculation	This measure is taken directly from the U.S. Census Bureau and is updated annually.						
Common Use(s)	To compare the demographic size of geographies.						
Usage Notes	<ul style="list-style-type: none"> • This measure is not available for Key Accounts or RMAs. • This measure will return the same value for all levels in the product hierarchy. 						
Additivity	This measure is additive across geographies.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>NA</td></tr> <tr> <td>Time</td><td>Largest</td></tr> </table>	Geography	Total	Product	NA	Time	Largest
Geography	Total						
Product	NA						
Time	Largest						
Related Measures	<ul style="list-style-type: none"> • Population • ACV 						

Measure Group	Incremental Decomposed Sales (Algorithm 024)
Measure Type	Derived
Definition	Incremental Decomposed Sales estimate sales attributable to a specific retailer merchandising condition.
Calculation	<p>These measures are calculated using IRI's proprietary Baselining Model.</p> <p>These measures are calculated as the difference between actual sales and baseline sales in stores with the specified promotional condition.</p> <p>The following rules are applied when calculating Incremental Decomposed Sales:</p> <ul style="list-style-type: none"> • Incremental Decomposed Volume is allowed to be negative for individual promotional conditions as long as Incremental Volume is not negative. • Incremental Decomposed Dollars is always allowed to be negative. • Weeks after a feature or display will be considered promoted.
Common Use(s)	<ul style="list-style-type: none"> • To determine the sales generated by promotional activity. • To measure the relative effectiveness of different types of promotions. • To measure the relative effectiveness of promotions across products, time, and geographies. • To determine if the price reduction on a promotion generated enough sales to offset the decrease in dollar sales due to price reduction.
Usage Notes	<ul style="list-style-type: none"> • Incremental Decomposed Sales on merchandising condition + Base Decomposed Sales on merchandising condition does not

equal sales on merchandising condition because Incremental Decomposed Sales counts weeks after features or displays as promoted while Base Decomposed Sales does not.

- The measure Incremental Sales is the sum of all Incremental Decomposed Sales across all merchandising conditions. There is no Incremental Decomposed Sales, Any Merchandising.
- Because weeks after features and displays are treated as promoted for the purpose of calculating Incremental Decomposed Sales, there may be cases in which Incremental Decomposed Sales on a promotional condition is reported when % ACV on the condition is zero.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Incremental Sales
- Base Decomposed Sales
- Incremental Decomposed Sales @ Size

Measure Group	Incremental Decomposed Sales @ Size (Algorithm 050)
Measure Type	Derived
Definition	<p>Incremental Sales @ Size are used in place of Incremental Sales for all Special Pack categories.</p> <p>Incremental Decomposed Sales @ Size estimate sales attributable to a specific retailer merchandising condition.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Special Pack Baselining Model.</p> <p>These measures are calculated as the difference between actual sales and baseline sales in stores with the specified promotional condition.</p> <p>The following rule are applied when calculating Incremental Decomposed Sales @ Size:</p> <ul style="list-style-type: none"> • Incremental Decomposed Volume @ Size is allowed to be negative for individual promotional conditions as long as Incremental Volume is not negative. • Incremental Decomposed Dollars @ Size are always allowed to be negative. • Weeks after a feature or display will be considered promoted.

Common Use(s)

- To determine the volume generated by promotional activity.
- To measure the relative effectiveness of different types of promotions.
- To measure the relative effectiveness of promotions across products, time, and geographies.
- To determine if the price reduction on a promotion generated enough sales to offset the decrease in dollar sales due to the price reduction.

Usage Notes

- **Do not use these measures for products below the Special Pack baselining level.**
- Incremental Decomposed Sales @ Size on merchandising condition + Base Decomposed Sales @ Size on merchandising condition does not equal sales on merchandising condition because Incremental Decomposed Sales counts weeks after features or displays as promoted while Base Decomposed Sales does not.
- The measure Incremental Sales @ Size is the sum of all Incremental Decomposed Sales @ Size across all merchandising conditions. There is no Incremental Decomposed Sales @ Size, Any Merchandising or Special Pack.
- Because weeks after features and displays are treated as promoted for the purpose of calculating Incremental Decomposed Sales @ Size, there may be cases in which Incremental Decomposed Sales @ Size on a promotional condition is reported when % ACV on the condition is zero.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Incremental Sales @ Size
- Base Decomposed Sales @ Size
- Incremental Decomposed Sales

Measure Group	Incremental Dollars per Markdown Dollars (Algorithm 044)
Measure Type	Derived
Definition	This measure is a ratio of Incremental Dollars to each dollar of price reduction (Markdown Dollars).
Calculation	$\frac{\text{Incremental Dollars}}{\text{Markdown Dollars}}$
Common Use(s)	<ul style="list-style-type: none"> • To evaluate the effectiveness of a price reduction at bringing in additional revenue. The higher the ratio, the more effective the price reduction was in bringing in additional revenue. • To determine if increased dollar sales from a promotion offset the decrease in dollar sales due to the price reduction.
Usage Notes	This measure can yield a negative number since Incremental Dollars can be negative.
Additivity	Non-additive across all dimensions
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Markdown Dollars • Incremental Dollars

Measure Group	Incremental Sales (Algorithm 024)
Measure Type	Derived
Definition	<p>These measures estimate sales attributable to retailer merchandising (features, displays, and/or price reductions).</p> <p>Incremental sales are reported for a product or group of products during weeks with observed retailer merchandising and during weeks of non-merchandising when there was a display or feature in the previous week.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Baselining Model.</p> <p>These measures are calculated as the difference between actual sales and baseline sales in stores with the specified promotional condition.</p> <p>The following rule are applied when calculating Incremental Sales:</p> <ul style="list-style-type: none"> • Weeks after a feature or display will be counted as promoted for the purpose of calculating Incremental Sales. • In weeks with no promotion Incremental Sales is set equal to zero. • If Volume (or Unit) Sales – Baseline Volume (or Unit) Sales is less than zero, Incremental Volume (or Units) is set equal to zero. • Incremental Dollars is allowed to be negative.
Common Use(s)	<ul style="list-style-type: none"> • To determine the sales generated by promotional activity. • To measure the relative effectiveness of different types of promotions. • To measure the relative effectiveness of promotions across products, time, and geographies. • To determine if the price reduction on a

promotion generated enough sales to offset the decrease in dollar sales due to price reduction.

Usage Notes

- Incremental Dollars is allowed to be negative, but Incremental Units and Volume are always greater than or equal to zero.
- Because weeks after features and displays are considered promoted for the purposes of calculating Incremental Sales, there may be cases in which Incremental Sales are reported but % ACV, Any Merchandising is zero.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Incremental Decomposed Sales
- Base Sales
- Incremental Sales @ Size

Measure Group	Incremental Sales @ Size (Algorithm 050)
Measure Type	Derived
Definition	<p>Incremental Sales @ Size are used in place of Incremental Sales for all Special Pack categories.</p> <p>These measures are an estimate of volume or dollar sales attributable to retailer merchandising (features, displays, and/or price reductions) and/or manufacturer Special Packs.</p> <p>Incremental Sales are reported for a product or group of products during weeks with observed retailer merchandising and during weeks of non-merchandising when there was a display or feature in the previous week.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Baseline Model.</p> <p>These measures are calculated as the difference between actual sales and baseline sales in stores with the specified promotional condition.</p> <p>The following rule are applied when calculating Incremental Sales @ Size:</p> <ul style="list-style-type: none"> • Weeks after a feature or display will be counted as promoted for the purpose of calculating Incremental Sales @ Size. • In weeks with no merchandising Incremental Sales @ Size is set equal to zero. • If Volume Sales – Baseline Volume Sales is less than zero, Incremental Volume is set equal to zero. • Incremental Dollars @ Size is allowed to be negative.
Common Use(s)	<ul style="list-style-type: none"> • To determine the volume generated by promotional activity.

- To measure the relative effectiveness of different types of promotions.
- To measure the relative effectiveness of promotions across products, time, and geographies.
- To determine if the price reduction on a promotion generated enough sales to offset the decrease in dollar sales due to the price reduction.

Usage Notes

- **Do not use these measures for products below the Special Pack baselining level.**
- Incremental Dollars is allowed to be negative, but Incremental Volume @ Size is always greater than or equal to zero.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Incremental Decomposed Sales @ Size
- Base Sales @ Size
- Incremental Sales

Measure Group	Incremental Sales Share of Category Volume (Algorithm 034)
Measure Type	Derived
Definition	These measures report a product's Incremental Sales expressed as a percentage of the category's total Sales.
Calculation	<p>These measures are calculated as Incremental Sales (unit, volume, or dollars) divided by the total Sales of all products in the category, multiplied by 100.</p> $\frac{\text{Incremental Sales of the product} * 100}{\text{Sales of the category}}$
Common Use(s)	To determine what portion of a category's Sales were driven by a particular product's Incremental Sales
Usage Notes	Because we allow incremental Dollars to be negative, Incremental Dollar Share can also be negative.
Additivity	Additive up the hierarchy.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Sales Share of Category • Base Sales Share of Category • Base Sales @ Size Share of Category

Measure Group	Incremental Sales Share of Category Incremental (Algorithm 035)
Measure Type	Derived
Definition	These measures report a product's Incremental Sales expressed as a percentage of the category's Incremental Sales.
Calculation	<p>These measures are calculated as Incremental Sales (unit, volume, or dollars) divided by the Incremental Sales of all products in the category during the period(s), multiplied by 100.</p> <p>This can be expressed mathematically as:</p> $\frac{\text{Incremental Sales of the product} * 100}{\text{Incremental Sales of the category}}$
Common Use(s)	<ul style="list-style-type: none"> • To determine what amount of total category Incremental Sales were made up of a particular product's Incremental Sales. • To compare Incremental Sales of a product across geographies. • To compare a brand's share of category Incremental Sales to its share of total category Sales.
Usage Notes	Because we allow incremental Dollars to be negative, Incremental Dollar Share can also be negative.
Additivity	Additive up the hierarchy.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Base Sales Share of Category Base Sales • Sales Share of Category

Measure Group	Incremental Weeks (Algorithm 032)
Measure Type	Derived
Definition	These measures estimate the effectiveness of a merchandising event by expressing Incremental Sales as a percentage of Average Weekly Base Sales.
Calculation	$\frac{\text{Incremental Volume with Merchandising}}{\text{Average Weekly Base Volume}}$
Common Use(s)	To compare Incremental Sales across geographies and products.
Usage Notes	<ul style="list-style-type: none"> • Incremental Weeks for a 4-week period can be lower than it is for the individual weeks within the period. • Because Incremental Decomposed Volume is allowed to be negative (as long as Total Incremental Volume is positive), Incremental Weeks may report a negative value. • For effective promotions, Incremental Weeks may report a value greater than the number of weeks in the period.
Aggregation Rules	Derived measures inherit the aggregation rules of their component measures.
Related Measures	<ul style="list-style-type: none"> • % Increase in Sales • % Increase in Sales @ Size • Base Weighted Weeks

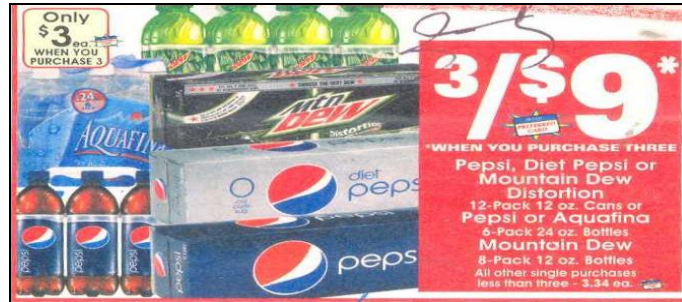
Measure Group	Items Moved (Algorithm 049)						
Measure Type	Stored						
Definition	<p>This measure reports the average weekly items moved weighted by ACV Weighted Distribution.</p> <p>This measure is very similar to Total Points of ACV Weighted Distribution.</p> <ul style="list-style-type: none"> At the UPC-week level, and up the product hierarchy, this measure reports the same value as Total Points of ACV Weighted Distribution divided by 100. Across weeks, this measure reports the average weekly Total Points of ACV Weighted Distribution divided by 100. 						
Calculation	<p>Across UPCs:</p> $\Sigma (\text{ACV weighted Distribution} / 100)$ <p>Across Weeks:</p> $\frac{\Sigma (\text{ACV weighted Distribution} / 100)}{\text{Number of Weeks}}$						
Common Use(s)	<ul style="list-style-type: none"> To track how many UPCs are moving in the market. To track how many UPCs are moving in the market on an average weekly basis. 						
Usage Notes	For a single week and UPC, this measure reports the same values as ACV Weighted Distribution divided by 100 and Total Points of ACV Weighted Distribution divided by 100.						
Additivity	Additive up the product hierarchy.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV * ACV Weighted Distribution</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>NA</td></tr> </table>	Geography	Average Weighted by: ACV * ACV Weighted Distribution	Product	Total	Time	NA
Geography	Average Weighted by: ACV * ACV Weighted Distribution						
Product	Total						
Time	NA						

Related Measures

Total Points of ACV Weighted Distribution

Measure Group	Lowest Report Price per Unit, any Feature
Measure Type	Derived
Definition	This measure reports the lowest featured price (excluding coupons) available to the consumer.
Calculation	<p>Lowest Reported Dollars, any Feature =</p> <p>Lowest Price in stores with Feature * X Unit Sales in Stores with Feature</p> <p>*Lowest Price compares the Feature Price to the Average Price provided by the retailer at the Store/Week/UPC level and selects the lower price.</p> <p>Lowest Reported Price, any Feature =</p> $\frac{\text{Lowest Reported Dollars, any Feature}}{\text{Units, any Feature}}$

Calculation Examples



The Featured Price is \$3. Average Price (provided by the retailer) is \$3.20 -- not all consumers purchased the Buy Quantity Minimum, not all consumers received the FSP discount. The Lowest Price, any Feature used in our calculation will be \$3.00.

Example 1 – same price across stores

Store 1: Lowest Price = \$3.00, Units sold = 200, Lowest Reported Dollars, any Feature = \$600.

Store 2: Lowest Price = \$3.00, Units sold = 50, Lowest Reported Dollars, any Feature = \$150.

Lowest Reported Price per Unit = $\$750/250 = \3.00 .

Example 2 – different prices across stores

Store 1: Lowest Price = \$2.50, Units sold = 200, Lowest Reported Dollars = \$500.

Store 2: Lowest Price = \$3.00, Units sold = 50, Lowest Reported Dollars = \$150.

Lowest Reported Price per Unit = $\$650/250 = \2.60 .

Common Use(s)

To track the lowest price available to the consumer, where the lowest price is the lower of the retailer Feature Price or the Average Price.

Usage Notes

- This measure reports the lowest Featured Price, it does not reflect the price that every consumer paid.
- This measure does not include 'In Store Coupon' prices or values.
- This measure is most useful at the UPC/Packsize level and the lowest geography level. At levels above Packsize and at higher geography levels, this will be an average price of products and/or geographies.
- If a Feature Price is different across stores, this measure will report a blended Feature Price.

Additivity

Non-additive across all dimensions

Aggregation

Derived measures inherit the aggregation rules of their component stored measures.

Related Measures

Average Price per Unit

Measure Group	Manufacturer Coupon Dollars
Measure Type	Derived
Definition	This measure estimates the dollar value of all coupons in circulation for a product or group of products.
Calculation	Coupon Circulation * Average Coupon Value
Common Use(s)	To understand the relative magnitude of the couponing effort for a product.
Usage Notes	<ul style="list-style-type: none"> • This measure reflects the value of the coupons based on the vehicle(s) in which they were distributed. It does not take into account actual coupon redemption. • Not all manufacturer coupons are tracked in InfoScan.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Coupon Circulation • Average Coupon Value

Measure Group	Markdown Dollars (Algorithm 043)						
Measure Type	Stored						
Definition	This measure represents the opportunity cost of any price reductions during the period. In other words, it is the total dollar amount of all price reductions.						
Calculation	<p>This measure is calculated <u>at the store level</u> as for all stores that had a price reduction of at least 5%:</p> $(\text{Base Price} - \text{Promoted Price}) * \text{Unit Sales}$						
Common Use(s)	To estimate the opportunity cost of a price reduction.						
Usage Notes	<ul style="list-style-type: none"> • Markdown dollars represents the difference between the dollars that would have been obtained if the same number of units had sold at full price and the dollars that were actually obtained by selling those units on price reduction. This is different than Incremental Dollars, which represents the difference between IRI's estimate of what sales would have been in the absence of any promotion and actual sales with promotion. • Markdown Dollars is always reported as a positive value, even though it effectively represents a theoretical loss in dollars. 						
Additivity	Additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Total	Time	Total
Geography	Total						
Product	Total						
Time	Total						
Related Measures	<ul style="list-style-type: none"> • Incremental Dollars per Markdown Dollars • Incremental Dollars 						

Measure Group	Normal Sales (Algorithm 111)
Measure Type	Stored
Definition	<p>Normal Sales are similar to Base Sales except they are used for Census only accounts where we report only Primary Features (Main Ads) and Price Cuts.</p> <p>These measures are an estimate of what sales would have been for a product or group of products in the absence of retailer promotion.</p>
Calculation	<p>These measures are calculated using IRI's proprietary Baselineing Model.</p> <p>These measures are calculated as the sum of all baselines for each store and each week during the period.</p> <p>The following rule are applied when calculating base sales:</p> <ul style="list-style-type: none"> • For the purposes of calculating Normal Sales store/week/UPCs with primary features or price reductions are considered promoted. Non-promoted weeks may include secondary/tertiary features or displays. • In non-promoting store/weeks Normal Sales are set equal to Sales. • If projected Normal Unit (or Volume) Sales exceed Unit (or Volume) Sales, Normal Unit (or Volume) Sales are set equal to sales. • Normal Dollar Sales are allowed to exceed Dollar Sales.
Common Use(s)	<ul style="list-style-type: none"> • To track sales that would have occurred in absence of retailer promotion in those geographies for which full causal data is not releasable. • To track sales that would have occurred in absence of retailer promotion over time.

Usage Notes

- These measures are calculated exclusively from census stores.
- Normal Sales may or may not include Sales due to Display and/or Secondary Features.
- In promoted weeks Normal Volume and Normal Units are not allowed to be greater than Volume or Units respectively. Normal Dollars is allowed to be greater than Dollars.

Additivity

Additive across all dimensions

Aggregation Rules

Geography	Total
Product	Total
Time	Total

Related Measures

- Base Sales
- Bump Sales

Measure Group	Number of Occurrences (Algorithm 109)						
Measure Type	Stored						
Definition	This measure is a count of the occurrences of a particular causal condition (either features or displays) found for a product or group of products.						
Calculation	This is a sum of the projected total number of displays for a product.						
Common Use(s)	<p>To track and compare the level of display activity across products, time or geographies.</p> <p>The 2 measures that are part of this measure group are called:</p> <ul style="list-style-type: none"> • Number of Displays • Number of Occurrences, any Feature 						
Usage Notes	<ul style="list-style-type: none"> • The client needs to specify the level of the product hierarchy where this measure becomes additive. In general it is recommended that it be set at the level at which items are priced and promoted together. • This measure is a simple count of displays, and is not an indication of the amount of sales attributable to the displays or the type of displays present. 						
Additivity	Additive across time and geography. Additive across products starting from the additivity level.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Total (above the additivity level)</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Total (above the additivity level)	Time	Total
Geography	Total						
Product	Total (above the additivity level)						
Time	Total						
Related Measures	Share of Merchandising Occurrences						

Measure Group	Population (Algorithm 999)						
Measure Type	Stored						
Definition	The number of people within a specified geography.						
Calculation	This measure is taken directly from the U.S. Census Bureau on an annual basis.						
Common Use(s)	<ul style="list-style-type: none"> • To compare the demographic size of geographies and identify opportunities for markets where an item does not have distribution. • To calculate development index measures. 						
Usage Notes	<ul style="list-style-type: none"> • This measure is not available for Key Accounts or RMAs. • This measure will return the same value for all levels in the product hierarchy. 						
Additivity	This measure is additive across geographies.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>NA</td></tr> <tr> <td>Time</td><td>Largest</td></tr> </table>	Geography	Total	Product	NA	Time	Largest
Geography	Total						
Product	NA						
Time	Largest						
Related Measures	<ul style="list-style-type: none"> • Households • Product Development Index • Brand Development Index • Category Development Index 						

Measure Group	Product Development Index
Measure Type	Derived
Definition	This measure estimates the strength of a product's sales in a given market relative to total US sales.
Calculation	$\frac{\text{Volume sales in Geography}}{\text{Population in Geography}} \div \frac{\text{Volume Sales in Total US}}{\text{Population of Total US}}$
Common Use(s)	<p>This measure is used to identify markets where there is a sales/distribution/marketing opportunity by determining which markets have strong or weak sales of product compared to the total US.</p> <ul style="list-style-type: none"> • An index of around 100 suggests that the market has average development, or that sales are at an average level compared to total US. • An index higher than 120 suggests that it is a particularly strong market for the product, • An index below 80 suggests it is a weak market for the product.
Usage Notes	<ul style="list-style-type: none"> • These measures are not available for CRMAs. They can be made available for some CRMAs if custom programming is done to link the CRMA population to total US. • These measures are not available for RMAs.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Brand Development Index (BDI) • Category Development Index (CDI)

Measure Group	Sales (Algorithm 001)						
Measure Type	Stored						
Definition	Total dollar, unit, or volume sales of a product or group of products.						
Calculation	<p>For Sales that are not specific to a merchandising condition the measures are calculated as:</p> <p>Σ dollars, units, or volume scanned</p> <p>For Sales by merchandising condition, these measures are calculated as:</p> <p>Σ dollars, units, or volume scanned in stores where the merchandizing condition was present</p>						
Common Use(s)	<ul style="list-style-type: none"> • To track sales trends of products over time. • To compare sales levels across products. 						
Usage Notes	Price reflects all FSP discounts for participating FSP retailers and feature FSP discounts for non-participating retailers.						
Additivity	Additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Total</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Total	Product	Total	Time	Total
Geography	Total						
Product	Total						
Time	Total						
Related Measures	% of Sales						

* Sales is derived for the following causal conditions: Major Display Only and Minor Display Only.

Measure Group	Sales per Point of ACV Weighted Distribution (Algorithm 004)
Measure Type	Derived
Definition	These measures report total product sales during the selected time period, per percentage point of the ACV of the geography.
Calculation	$\frac{\text{Sales}}{\text{ACV Weighted Distribution}}$
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution <u>within a single geography</u>.
Usage Notes	Because a point of distribution in one geography is not equal to a point of distribution in another geography, these measures only allows comparisons of products within a geography, not across geographies.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Sales per \$MM ACV • Average Sales per Store Selling

Measure Group	Sales Per Point of Category Weighted Distribution
Measure Type	Derived
Definition	These measures report total product sales during the selected time period, per percentage point of the CWD of the geography.
Calculation	$\frac{\text{Sales}}{\text{Category Weighted Distribution}}$
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution <u>within a single geography</u>.
Usage Notes	Because a point of distribution in one geography is not equal to a point of distribution in another geography, these measures only allow comparisons of products within a geography, not across geographies.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Sales per Thousand Category Dollars Selling • Sales per Total Points of CWD

Measure Group	Sales per Thousand Category Dollars Selling
Measure Type	Derived
Definition	<ul style="list-style-type: none"> • These measures report the total product sales during the selected time period per thousand dollars of the total product hierarchy in stores selling the category. • These measures represent the sales efficiency for a product in relation to the product hierarchy's distribution. By using the total hierarchy sales in the stores selling the product, these measures control for store size. Note that the entire product hierarchy is considered to be the category.
Calculation	$\frac{\text{Sales}}{((\text{Category Weighted Distribution} / 100) * \text{Category Dollars}) * 1000}$
Common Use(s)	To track how well a product sold, controlling for its distribution within the market.
Usage Notes	<ul style="list-style-type: none"> • This measure is scaled to represent a product's sales per \$1,000 of the ALL Category dollars sold. • Because Category dollars are not annualized like ACV \$MM, it is possible to compare shorter and longer time periods. • The sales of all of the items in the product hierarchy are considered to be the 'category sales.' If a client's product hierarchy contains more than one category, it will take the sum of the sales of the items in all categories in the product hierarchy.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	Sales per Point of CWD

Measure Group	Sales Per Total Points of Category Weighted Distribution
Measure Type	Derived
Definition	These measures report total product sales during the selected time period, per Total Points CWD of the geography.
Calculation	$\frac{\text{Sales}}{\Sigma \text{ Category Weighted Distribution across UPCs}}$
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution <u>within a single geography</u>.
Usage Notes	Because a point of distribution in one geography is not equal to a point of distribution in another geography, these measures only allow comparisons of products within a geography, not across geographies.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	Sales per Point of CWD

Measure Group	Sales Per Total Points of Distribution
Measure Type	Derived
Definition	These measures report total product sales during the selected time period, per Total Points of ACV Weighted Distribution in the geography.
Calculation	$\frac{\text{Sales}}{\Sigma \text{ ACV Weighted Distributions across UPCs}}$
Common Use(s)	<ul style="list-style-type: none"> • To track how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution <u>within a single geography</u>.
Usage Notes	Because a point of distribution in one geography is not equal to a point of distribution in another geography, these measures only allow comparisons of products within a geography, not across geographies.
Additivity	Non-additive across all dimensions.
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	Sales per Point of ACV Weighted Distribution

Measure Group	Sales per \$MM ACV (Algorithm 002)
Measure Type	Stored
Definition	<p>These measures report the total product sales during the selected time period per million dollars of annual ACV of stores selling the product.</p> <p>Sales per \$MM ACV represents the sales efficiency for a product in relation to its distribution. By using the ACV of the stores selling the product, these measures control for store size.</p>
Calculation	$\frac{\text{Sales}}{\Sigma \text{ ACV of the stores selling the product}}$ <p>A store will be counted as having sold the product or product group if at least one unit was scanned within the selected time period.</p>
Common Use(s)	<ul style="list-style-type: none"> • To determine how well a product sold, controlling for its distribution within the market. • To compare sales rates of products with varying levels of distribution across geographies.
Usage Notes	<ul style="list-style-type: none"> • Unlike Sales per Point ACV Weighted Distribution, these measures can be used to compare sales across geographies of different sizes. • Because IRI uses an annualized ACV estimate when calculating Sales per \$MM ACV, these measures should not be used to compare sales rates across time periods of varying length. Regardless of the length of the time period selected, the denominator for these measures always represents ACV for a 52 week period. • In general, for time periods greater than 13 weeks Average Weekly Sales per \$MM ACV are preferable to Sales per \$MM ACV. • These measure cannot be used with time or product custom aggregates.

Additivity
Aggregation Rules

Non-additive across all dimensions

Geography	Average Weighted by: ACV * ACV Weighted Distribution
Product	NA
Time	NA

Related Measures

- Sales per Point ACV Weighted Distribution
- Average Sales per Store Selling
- Average Weekly Sales per \$MM ACV

Measure Group	Sales Share of Category (Algorithm 006)
Measure Type	Derived
Definition	These measures report a product's total sales expressed as a percentage of the category's total sales.
Calculation	<p>These measures are calculated as Sales (unit, volume, or dollars) divided by the Sales of all products in the category during the period(s), multiplied by 100.</p> <p>This can be expressed mathematically as:</p> $\frac{\text{Total Sales of the product} * 100}{\text{Total Sales of the category}}$
Common Use(s)	<ul style="list-style-type: none"> • To track a product's performance over time. • To track business relative to the competition. • To compare performance of a product across geographies.
Usage Notes	None
Additivity	Additive up the product dimension (within a category).
Aggregation Rules	Derived measures inherit the aggregation rules of their component stored measures.
Related Measures	<ul style="list-style-type: none"> • Base Sales Share of Category Base Sales • Incremental Sales Share of Category Incremental • Base Sales @ size Share of Category Base Sales @ size

Measure Group	Share of Coupon Circulation (Algorithm 554)						
Measure Type	Stored						
Definition	A product's coupon circulation as a percentage of the total category coupon circulation.						
Calculation	$\frac{\text{Coupon Circulation of a product} * 100}{\text{Coupon Circulation of the category}}$						
Common Use(s)	To track the share of total Category Circulation attributable to a product.						
Usage Notes	<ul style="list-style-type: none"> • This measure does not take into account coupon redemption. • Not all manufacturer coupons are tracked in InfoScan. 						
Additivity	Non-additive across all dimensions						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: Coupon Circulation</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Average Weighted by: Coupon Circulation</td></tr> </table>	Geography	Average Weighted by: Coupon Circulation	Product	Largest	Time	Average Weighted by: Coupon Circulation
Geography	Average Weighted by: Coupon Circulation						
Product	Largest						
Time	Average Weighted by: Coupon Circulation						
Related Measures	Coupon Circulation						

Measure Group	Share of Merchandising Occurrences (Algorithm 014)
Measure Type	Stored
Definition	<p>These measures report the number of occurrences of a specified merchandising type for a product or group of products expressed as a percentage of the total number of occurrences of the specified merchandising for the category.</p> <p>A merchandising occurrence is defined as at least one unit of movement with a specified merchandising condition in a store/week.</p> <p>These measures are additive up the product hierarchy starting at the level specified by the client.</p>
Calculation	$\frac{\# \text{ of occurrences of merchandising activity for the product} * 100}{\# \text{ of occurrences of the merchandising activity for the category}}$
Common Use(s)	<ul style="list-style-type: none"> • To track and compare the merchandising support for a product relative to other products' merchandising support. • To compare the amount of merchandising support for a product relative to the total merchandising experienced by the category.
Usage Notes	<ul style="list-style-type: none"> • The client needs to specify the level of the product hierarchy where these measures become additive. In general it is recommended that it be set at the level at which items are priced and promoted together. • The additivity level of this measure cannot be set at the category level. • Due to the fact that double-counting may occur, shares below the specified additivity level will not be meaningful. • These measures should not be used with custom aggregates made up of members from below the additivity level.

Additivity

Additive up the product hierarchy starting at the specified additivity level.

Aggregation Rules

Geography	NA
Product	Total
Time	NA

Related Measures

Share of Weighted Feature – Brand
Share of Weighted Feature - Size

Measure Group	Share of Weighted Feature – Brand (Algorithm 016)
Measure Type	Stored
Definition	This measure estimates the feature activity that took place for a product or group of products by counting the number of features that were present, weighted by the relative sizes of the features.
Calculation	<p>This measure is based on a feature weighting scheme developed by Majors Corporation, which used to collect feature ads.</p> <p>Majors used the following weighting scheme to take into account the relative importance of different sized features:</p> <p>Feature Weighted values: A size features = 6 B size features = 3 C size features = 1</p> <p>Up to the Brand level this measure is calculated as follows:</p> $\frac{(\text{ACV Distribution, A Feature for the product} * 6 + \text{ACV Distribution B Feature for the product} * 3 + \text{ACV Distribution C Feature for the product})}{(\text{ACV Distribution, A Feature for the category} * 6 + \text{ACV Distribution B Feature for the category} * 3 + \text{ACV Distribution C Feature for the category})}$ <p>This measure is additive above the Brand level.</p>
Common Use(s)	To understand the amount of feature activity relative to the amount of feature activity that took place for the category taking into account the relative size of the features.
Usage Notes	<ul style="list-style-type: none"> • This measure should not be used below the Brand level. • Unlike Share of Weighted Feature - Size, which is

defined to be additive up the product hierarchy starting at the brand level, this measure is defined to be additive up the product hierarchy starting at the size level.

Aggregation Rules

Geography	NA
Product	Total
Time	NA

Related Measures

Share of Weighted Feature Size
Share of Merchandizing Occurrences

Measure Group	Share of Weighted Feature - Size (Algorithm 017)
Measure Type	Stored
Definition	This measure estimates the feature activity that took place for a product or group of products by counting the number of features that were present, weighted by the relative sizes of the features.
Calculation	<p>This measure is based on a feature weighting scheme developed by Majors Corporation, which used to collect feature ads.</p> <p>Majors used the following weighting scheme to take into account the relative importance of different sized features:</p> <p>Feature Weighted values: A size features = 6 B size features = 3 C size features = 1</p> <p>Up to the Size level this measure is calculated as follows:</p> $\frac{(\text{ACV Distribution, A Feature for the product} * 6 + \text{ACV Distribution B Feature for the product} * 3 + \text{ACV Distribution C Feature for the product})}{(\text{ACV Distribution, A Feature for the category} * 6 + \text{ACV Distribution B Feature for the category} * 3 + \text{ACV Distribution C Feature for the category})}$ <p>This measure is additive above the Size level.</p>
Common Use(s)	To understand the amount of feature activity relative to the amount of feature activity that took place for the category taking into account the relative size of the features.
Usage Notes	<ul style="list-style-type: none"> • This measure should not be used below the Size level. • Unlike Share of Weighted Feature Brand, which

is defined to be additive up the product hierarchy starting at the brand level, this measure is defined to be additive up the product hierarchy starting at the size level.

Aggregation Rules

Geography	NA
Product	Total
Time	NA

Related Measures

Share of Weighted Feature – Brand
Share of Merchandizing Occurrences

Measure Group	Total Points of ACV Weighted Distribution (Algorithm 084)						
Measure Type	Stored						
Definition	This measure reports the distribution of a product aggregate while taking into account the number of UPCs selling within that aggregate.						
Calculation	Σ ACV Weighted Distribution across UPCs						
Common Use(s)	<ul style="list-style-type: none"> Used in conjunction with ACV Weighted Distribution to understand how many active UPCs contributed to the total reach of the product aggregate. To compare the total depth of distribution of different brands (ideally with similar numbers of active UPCs) within a geography. To compare total depth of distribution of a brand across different but equal time periods. 						
Usage Notes	<ul style="list-style-type: none"> This measure differs from ACV Weighted Distribution only in the way that it aggregates up the product hierarchy. Like ACV Weighted Distribution, this measure is NOT additive across time periods. For a single UPC, this measure reports the same value as % ACV. 						
Additivity	Additive up the product hierarchy.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>Largest</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Total	Time	Largest
Geography	Average Weighted by: ACV						
Product	Total						
Time	Largest						
Related Measures	<ul style="list-style-type: none"> % ACV Total Points of Quality Merchandising 						

Measure Group	Total Points of Category Weighted Distribution (Algorithm 084)							
Measure Type	Stored							
Definition	This measure reports the distribution of a product aggregate while taking into account the number of UPCs selling within that aggregate.							
Calculation	Σ Category Weighted Distribution across UPCs							
Common Use(s)	<ul style="list-style-type: none">Used in conjunction with Category Weighted Distribution to understand how many active UPCs contributed to the total reach of the product aggregate.To compare the total depth of distribution of different brands (ideally with similar numbers of active UPCs) within a geography.To compare total depth of distribution of a brand across different but equal time periods.							
Usage Notes	<ul style="list-style-type: none">This measure differs from Category Weighted Distribution only in the way that it aggregates up the product hierarchy. Like Category Weighted Distribution, this measure is NOT additive across time periods.For a single UPC, in a single week, in a single geography, this measure reports the same value as % CWD.							
Additivity	Additive up the product hierarchy.							
Aggregation Rules	<table><tr><td>Geography</td><td>Average Weighted By: ACV</td></tr><tr><td>Product</td><td>Total</td></tr><tr><td>Time</td><td>Largest</td></tr></table>		Geography	Average Weighted By: ACV	Product	Total	Time	Largest
Geography	Average Weighted By: ACV							
Product	Total							
Time	Largest							
Related Measures	Category Weighted Distribution							

Measure Group	Total Points of Quality Merchandising (Algorithm 114)						
Measure Type	Stored						
Definition	This measure reports the cumulative ACV distribution points with Quality Merchandising (i.e. Feature and/or Display) of all UPCs that fall under a specified product in a market.						
Calculation	$\frac{\sum \text{ACV Weighted Distribution on Feature and/or Display across UPCs}}{100}$ <p>This measure sums the UPCs' ACV Weighted Distribution up the product hierarchy and across time.</p>						
Common Use(s)	<ul style="list-style-type: none"> To compare the total ACV Weighted Distribution points on Quality Merchandising of different brands (ideally with similar numbers of active UPCs) within a geography. To compare total distribution points on Quality Merchandising of different brands across different but equal time periods. 						
Usage Notes	<ul style="list-style-type: none"> This measure differs from Total Points of Distribution in that it is additive across both the product and the time dimension. This measure is similar to Additive Weighted Weeks, Feature and/or Display but is always additive beginning at the UPC level. 						
Additivity	Additive up the product hierarchy and across time.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: ACV</td></tr> <tr> <td>Product</td><td>Total</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Average Weighted by: ACV	Product	Total	Time	Total
Geography	Average Weighted by: ACV						
Product	Total						
Time	Total						
Related Measures	<ul style="list-style-type: none"> % ACV on Feature or Display Total Points of ACV Weighted Distribution 						

Measure Group	UPC						
Measure Type	Derived						
Definition	When chosen for a product at the UPC level, it will identify the actual UPC code for the product.						
Calculation	None						
Common Use(s)	<ul style="list-style-type: none"> • To report the actual UPC associated with a product. • To enable sorting by UPC in databases. 						
Usage Notes	If UPC Code is chosen at any other level other than UPC, no value will be displayed.						
Additivity	NA						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>NA</td></tr> <tr> <td>Product</td><td>NA</td></tr> <tr> <td>Time</td><td>NA</td></tr> </table>	Geography	NA	Product	NA	Time	NA
Geography	NA						
Product	NA						
Time	NA						
Related Measures	<ul style="list-style-type: none"> • Product • Brand • Category 						

Measure Group	Weeks in Distribution (Algorithm 108)						
Measure Type	Stored						
Definition	This measure reports the number of weeks in a period in which a product sold at least one unit.						
Calculation	Sum of weeks in which ACV Weighted Distribution is greater than zero.						
Common Use(s)	<ul style="list-style-type: none"> • To check if a product is in constant distribution. • To track and compare the weeks in distribution across product, time, and geography. 						
Usage Notes	<ul style="list-style-type: none"> • This measure reports the number of weeks in which a product was in distribution, regardless of how high the distribution was. • This measure reports the number of weeks in which the product was actually moving, <u>not</u> the elapsed number of weeks since the product first entered distribution. 						
Additivity	This measure is additive across the product and time dimensions.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Largest</td></tr> <tr> <td>Product</td><td>Largest</td></tr> <tr> <td>Time</td><td>Total</td></tr> </table>	Geography	Largest	Product	Largest	Time	Total
Geography	Largest						
Product	Largest						
Time	Total						
Related Measures	% of ACV						

Measure Group	Weighted Average % Price Cut (Algorithm 046)
Measure Type	Stored
Definition	<p>These measures are reported for Census accounts.</p> <p>They report the average price reduction from base price, weighted by Unit Sales in all stores that had the merchandising condition present, regardless of whether there was a 5% Price Reduction.</p>
Calculation	<p>These measures are calculated as follows:</p> <p>Let:</p> <p>\$MD = Markdown Dollars, with the merchandising condition</p> <p>\$AD = Actual Dollar Sales during promotion.</p> <p>Weighted Average Percent Price Cut equals:</p> $100 - \left(\frac{\$AD * 100}{\$AD + \$MD} \right)$ <p>This can also be expressed as:</p> $\frac{\$MD * 100}{\$AD + \$MD}$ <p>Where Markdown Dollars is calculated <u>at the store level</u> as for all stores that had a price reduction of at least 5% as follows:</p> <p>(Base Price – Promoted Price) * Unit Sales</p>
Common Use(s)	These measures are used to estimate the depth of price reduction associated with the respective promotion type in the stores where the product was promoted in geographies that are not full causal releasable.

Usage Notes

- These measures differ from Weighted Average % Price Reduction measures only in that Weighted Average % Price Cut measures are for Census accounts, and only Primary Features and Price Cuts are included in the definition of promotion conditions for these measures. For example, Price Cut Only means a Price Cut without a Primary Feature. Since we don't collect Secondary Features or Displays in Census only stores, there may or may not be a Secondary Feature or a Display.
- These measures are always based on all Census stores.

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: Markdown Dollars * + Dollars *
Product	Average Weighted by: Markdown Dollars * + Dollars *
Time	Average Weighted by: Markdown Dollars * + Dollars *

* With specified merchandising condition.

Related Measures

Weighted Average % Price Reduction

Measure Group	Weighted Average % Price Reduction (Algorithm 045)
Measure Type	Stored
Definition	These measures report the average price reduction from base price under different merchandising conditions. They are weighted by Unit Sales all stores that had the merchandising condition present, regardless of whether there was a 5% Price Reduction.
Calculation	<p>These measures are calculated as follows:</p> <p>Let:</p> <p>\$MD = Markdown Dollars. \$AD = Actual Dollar Sales during promotion.</p> <p>Weighted Average Percent Price Reduction equals:</p> $100 - \left(\frac{\$AD * 100}{\$AD + \$MD} \right)$ <p>This can also be expressed as:</p> $\frac{\$MD * 100}{\$AD + \$MD}$ <p>Where Markdown Dollars is calculated <u>at the store level</u> as for all stores that had a price reduction of at least 5% as follows:</p> <p>(Base Price – Promoted Price) * Unit Sales</p>
Common Use(s)	These measures estimate the depth of price reduction associated with the respective promotion type in the stores where the product was promoted.
Usage Notes	None

Additivity

Non-additive across all dimensions

Aggregation Rules

Geography	Average Weighted by: Markdown Dollars * + Dollars *
Product	Average Weighted by: Markdown Dollars * + Dollars *
Time	Average Weighted by: Markdown Dollars * + Dollars *

* With specified merchandising condition.

Related Measures

Weighted Average % Price Cut

Measure Group	Weighted Average Base Price (Algorithm 027)						
Measure Type	Stored						
Definition	Weighted Average Base Price represents the (Unit or Volume) price that would be expected for a product or group of products in the absence of retailer promotions.						
Calculation	$\frac{\text{Dollars} + \text{Markdown Dollars}}{\text{Units or Volume}}$ <p>Where Markdown Dollars is calculated <u>at the store level</u> for all stores that had a price reduction of at least 5% as follows:</p> $(\text{Base Price} - \text{Promoted Price}) * \text{Unit Sales}$						
Common Use(s)	<ul style="list-style-type: none"> To understand what average price would have been in absence of promotion. To compare a brand's non-promoted price to a competitor's non-promoted price. 						
Usage Notes	<ul style="list-style-type: none"> These measures are weighted by Sales. Weighted Average Base Sales cannot be derived by dividing Base Dollars by Base Units or Base Volume. 						
Additivity	Not additive across all dimensions.						
Aggregation Rules	<table border="1"> <tr> <td>Geography</td><td>Average Weighted by: Sales*</td></tr> <tr> <td>Product</td><td>Average Weighted by: Sales*</td></tr> <tr> <td>Time</td><td>Average Weighted by: Sales*</td></tr> </table> <p>* The weight is Units or Volume depending on whether the measure is Weighted Average Unit Base Price or Volume Base Price.</p>	Geography	Average Weighted by: Sales*	Product	Average Weighted by: Sales*	Time	Average Weighted by: Sales*
Geography	Average Weighted by: Sales*						
Product	Average Weighted by: Sales*						
Time	Average Weighted by: Sales*						
Related Measures	Average price						

