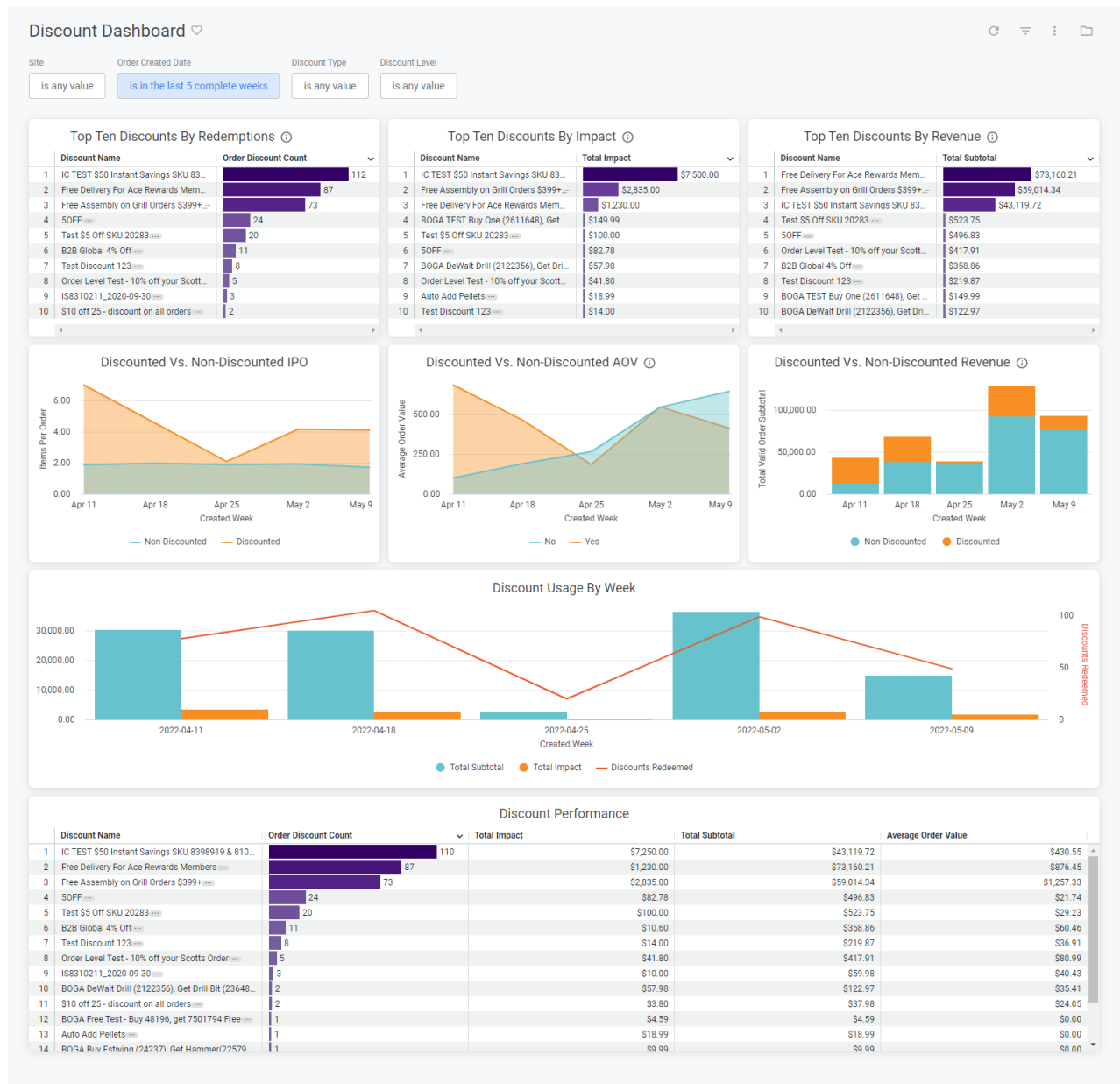


Discount Dashboard

The Discount dashboard provides an overview of how discounts are performing and identifies the top performing discounts. It can be viewed under the discounts topic at **Kibo Standard Reports > Discount > Discount Dashboard** in the navigation menu.



The supported filters that can be applied to this dashboard are:

Name	Description	Default
Site	Restrict results to one or more of your sites.	All

Name	Description	Default
Order Created Date	Limit results to only orders created within this time range.	Past five weeks
Discount Type	Specifies whether this is a product, shipping, or order discount.	All
Discount Level	Specifies whether the discount is applied at the order or order item level.	Order

The measures that are calculated by this dashboard are:

Name	Description
Order Discount Count	The number of times a discount was applied.
Total Order Subtotal	The sum of the subtotal for all orders.
Average Order Value	The order total divided by the valid order count.
Total Impact	The total order, shipping, or product amount affected by applying the discount.

The tiles that make up this dashboard are:

Name	Description
Top Ten Discounts by Redemptions	The ten discounts with the highest order discount count.
Top Ten Discounts By Revenue	The ten discounts with the highest total order subtotal.
Top Ten Discounts By Impact	The ten discounts where the average order value was highest on orders where they were applied.
Discounted vs. Non-Discounted IPO	The items per order for orders where a discount was applied compared to orders where no discount was applied.

Name	Description
Discounted vs Non-Discounted AOV	The average order value for orders where a discount was applied compared to the average order value for orders where no discount was applied.
Discounted vs. Non-Discounted Revenue	The sum of the order subtotal for all orders with an order discount applied compared to the sum for all orders with no order discount applied.
Performance By Order Status	The order discount count as a percentage of total orders grouped by order status
Discount Usage by Week	The order discount count grouped on a weekly basis.
Discount Performance	The order discount count, total impact, total subtotal, and average order value for each discount.