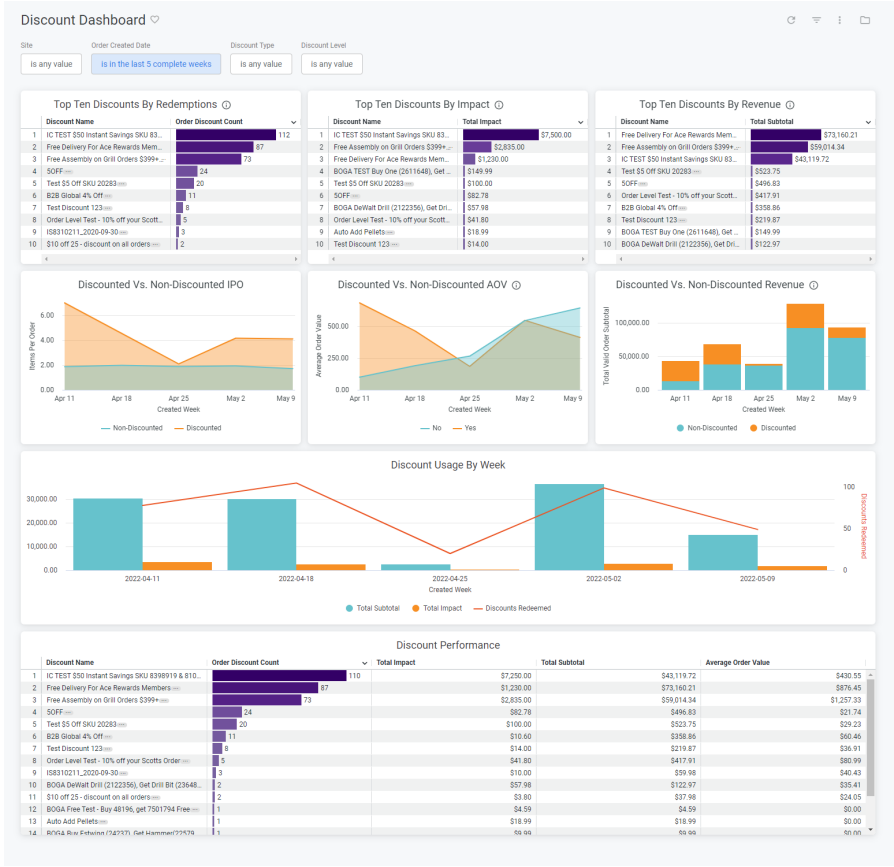


Discount Dashboard

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 |
| 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. |
| 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. |

| Name | Description |
|----------------------|--|
| Discount Performance | The order discount count, total impact, total subtotal, and average order value for each discount. |