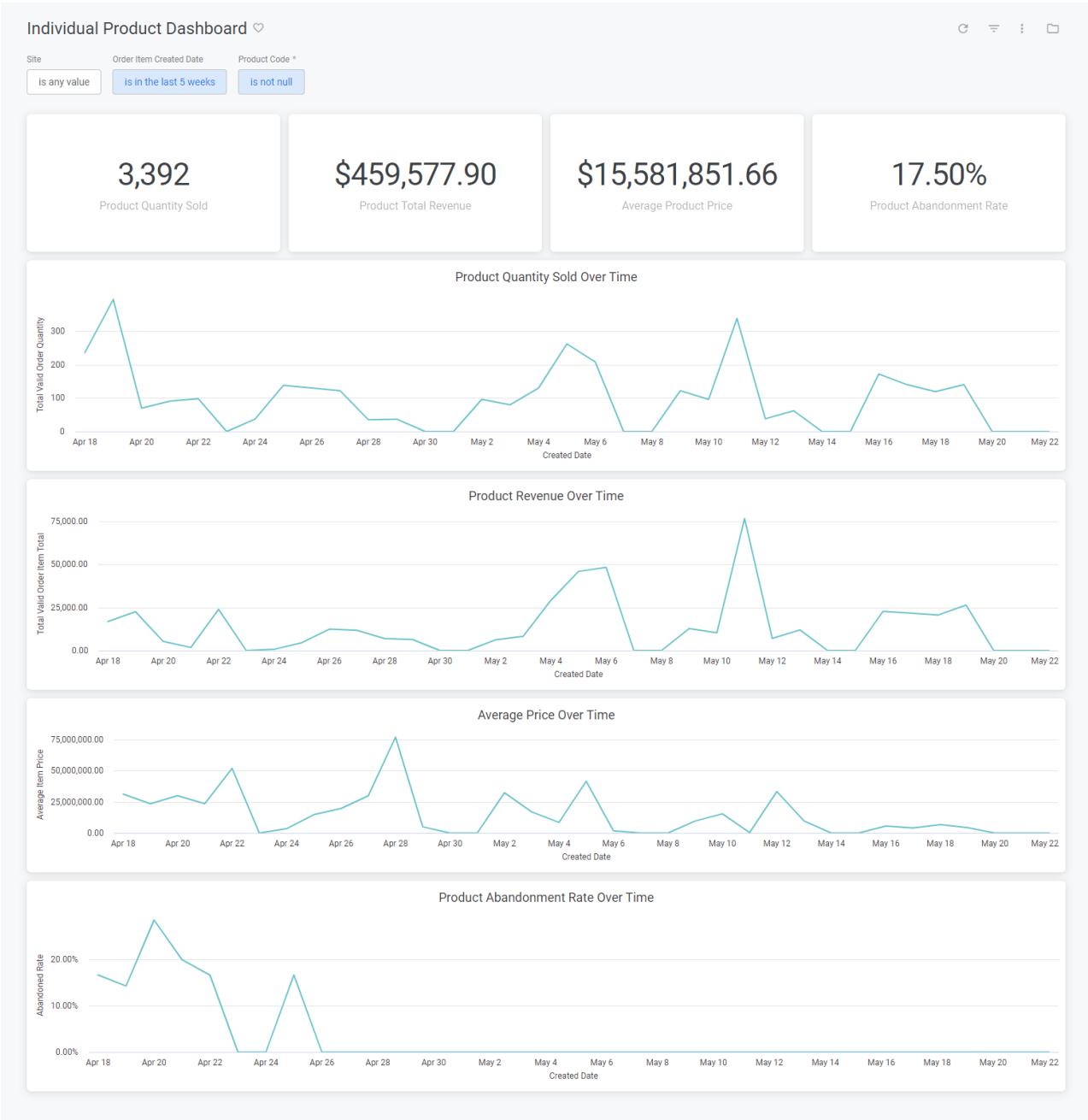# Individual Product Dashboard

The Individual Product dashboard provides performance metrics and trends for a specific product in the catalog. It can be viewed under the product topic at **Kibo Standard Reports** > **Product** > **Individual Product 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 Item Created Date	Limit results to only order items created within this time range.	Past ten weeks
Product Code	The unique identifier for a product within your catalog. Note: This is a mandatory filter and a value must be supplied for the dashboard to render.	Empty

The measures that are calculated by this dashboard are:

Name	Description
Order Item Total Collected	The sum of all order item totals net of taxes, shipping, and discounts; and where the order status is not abandoned or cancelled.
Total Quantity Sold	Sum of the quantity for each order item where the associated order is not in abandoned or cancelled status.
Average Item Price	The catalog price minus discounts average for total quantity sold.

The tiles that make up this dashboard are:

Name	Description
Product Quantity Sold	The total quantity sold.
Product Total Revenue	The order item total collected.
Average Product Price	The average item price.
Product Abandonment Rate	The percentage of abandoned products.
Product Quantity Sold Over Time	The total quantity sold bucketed by calendar date.
Product Revenue Over Time	The order item total collected bucketed by calendar date.
Average Price Over Time	The average item price bucketed by calendar date.
Product Abandonment Rate Over Time	The product abandonment rate bucketed by calendar date.