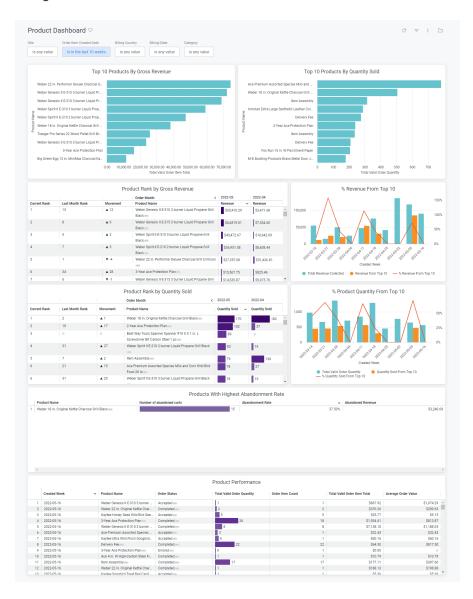
Product Dashboard

The Product dashboard displays how individual products are performing. This can be viewed under the product topic at **Kibo Standard Reports** > **Product** > **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 |
| Order Item Created Date | Limit results to only order items created within this time range. | Past ten weeks |
| Billing Country | The country provided in the billing address of the order. | All |

| Name | Description | Default |
|------------------------|---|---------|
| Billing State/Province | The state or province provided in the billing address of the order. | All |

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. |
| Order Item Count | A simple count of order items. |
| Abandonment Rate | The percentage of carts that expire before an order is created. |

The tiles that make up this dashboard are:

| Name | Description |
|--|--|
| Top Ten Products By Gross Revenue | The ten products with the highest sum of order item totals for all orders where order status is not abandoned, cancelled, or pending. |
| Top Ten Products By Quantity Sold | The ten products with the highest total quantity sold where order status is not abandoned, cancelled, or pending. |
| Product Rank By Gross Revenue | A list of products sorted in descending order by the sum of order item totals for the current month. Includes the current month rank and revenue, the previous month rank and revenue, and the change in rank. |
| Percentage Of Revenue From Top Ten | The sum of the order item totals for the ten products in the Top Ten Products Gross Revenue report shown as a percentage of the gross revenue for all products where order status is not abandoned, cancelled, or pending. |

| Name | Description |
|---|--|
| Product Rank By Quantity Sold | A list of products sorted in descending order by total quantity sold for the current month. Includes the current month rank and quantity sold, the previous month rank and quantity sold, and the change in rank. |
| Percentage Of Product Quantity From Top Ten | The total quantity sold for the ten products in the Top Ten Products By Quantity Sold report shown as a percentage of the total quantity sold for all products where order status is not abandoned, cancelled, or pending. |
| Product Performance | Table displaying product performance metrics calculated for all orders where order status is not abandoned, cancelled, or pending grouped by created date, product name, and order status. |
| Products With Highest Abandonment Rate | Table displaying the count of abandoned carts, abandonment rate, and abandoned revenue for the products with the highest abandonment rate. |