



## SPINScan Natural Measure Definitions

Measure	Description	Calc	Type	Database Column
<b>Current Dollars</b>	Product total dollar sales for the time period	· Dollars	Stored	DOLLARS
<b>Current (Group, Category, Subcategory, Segment, Subsegment) Dollar Share</b>	Product total dollar sales for the time period relative to appropriate aggregate total (Group, Category, Subcategory, Segment or Subsegment Dollar Volume)	· 100*Dollars/aggregated total of reference	Dictionary	
<b>Current Units</b>	Product total unit sales for the time period	· Units	Stored	UNITS
<b>Current (Group, Category, Subcategory, Segment, Subsegment) Unit Share</b>	Product total unit sales for the time period relative to appropriate aggregate total (Group, Category, Subcategory, Segment or Subsegment Unit Volume)	· 100*Units/aggregated total of reference	Dictionary	
<b>Current ARP</b>	Average retail price for the product total for the time period	· Dollars/Units	Dictionary	
<b>(Avg) % ACV</b>	<i>For a given week</i> , the percent of stores within a given market, weighted by their projected total dollar sales, that recorded sales of the product during the week. <i>For a four-week period</i> , the percent of stores within a given market, weighted by their period projected total dollar sales, that ever recorded sales of the product. <i>For a 12, 24 or 52 week cume</i> , it is the average of the values in the four-week periods that comprise the cume.	· Avg % ACV	Stored	
<b>Max % ACV</b>	<i>For a given week</i> , identical to (Avg) % ACV. <i>For a four-week period</i> , the maximum weekly percentage of stores within a given market, weighted by their total dollar sales, that recorded sales of the product. <i>For a 12, 24 or 52 week cume</i> , it is the average of the values in the four-week periods that comprise the	· Max% ACV	Dictionary	
<b>Current TDP</b>	Summation of % ACV values for each UPC in the product total during the time period	· -Avg % ACV (TDP)	Stored	TDP
<b>Current Dollar SPP</b>	Product total dollar sales divided by the % ACV selling it for the time period	· Dollars/Avg % ACV	Dictionary	
<b>Current Unit SPP</b>	Product total unit sales divided by the % ACV selling it for the time period	· Units/Avg % ACV	Dictionary	
<b>Market ACV</b>	Total ACV of stores selling the product during the time period. This fact will not be directly displayed but will be used as a basis for SPM measures.	· Mkt_ACV: S ACV Dollars (Stores Selling Product)	Stored	MKT_ACV
<b>Current Dollar SPM</b>	Product total dollar sales divided by the ACV selling it for the time period on a million dollar basis.	· Dollars/(Market ACV/1,000,000)	Dictionary	
<b>Current Unit SPM</b>	Product total unit sales divided by the ACV selling it for the time period on a million dollar basis.	· Units/(Market ACV/1,000,000)	Dictionary	
<b>Current EQ Units</b>	Product total equivalized unit sales for the time period	· EQ Units	Stored	EQ_UNITS
<b>Current (Group, Category, Subcategory) EQ Unit Share</b>	Product total equivalized unit sales for the time period relative to appropriate aggregate total (Group, Category or Subcategory equivalized unit volume)	· 100*EQ Units/aggregated total of reference	Dictionary	
<b>Current ARP per EQ Unit</b>	Average retail price per equivalized unit for the product total for the time period	· Dollars/EQ Units	Dictionary	
<b>Current EQ Unit SPP</b>	Product total equivalized unit sales divided by the % ACV selling it for the time period	· EQ Units/Avg % ACV	Dictionary	
<b>Current EQ Unit SPM</b>	Product total equivalized unit sales divided by the ACV selling it for the time period on a million dollar basis	· EQ Units/(Market ACV/1,000,000)	Dictionary	
<b>Current Base Dollars</b>	Product total baseline dollar sales for the time period	· Base Dollars	Stored	B_DOLLARS
<b>Current Base Units</b>	Product total baseline unit sales for the time period	· Base Units	Stored	B_UNITS
<b>Current Base EQ Units</b>	Product total baseline equivalized unit sales for the time period	· Base EQ Units	Stored	B_EQ_UNITS
<b>Current (Group, Category, Subcategory, Segment, Subsegment) Base Dollar Share</b>	Product total baseline dollar sales for the time period relative to appropriate aggregate total (Group, Category, Subcategory, Segment or Subsegment baseline dollar volume)	· 100*Base Dollars/aggregated total of reference	Dictionary	
<b>Current (Group, Category, Subcategory, Segment, Subsegment) Base Unit Share</b>	Product total baseline unit sales for the time period relative to appropriate aggregate total (Group, Category, Subcategory, Segment or Subsegment baseline unit volume)	· 100*Base Units/aggregated total of reference	Dictionary	
<b>Current (Group, Category, Subcategory) Base EQ Unit Share</b>	Product total baseline equivalized unit sales for the period relative to appropriate aggregate total (Group, Category or Subcategory baseline equivalized unit volume)	· 100*Base EQ Units/aggregated total of reference	Dictionary	

<b>Current Base ARP</b>	Average retail baseline price for the product total for the time period	- Base Dollars/Base Units	Dictionary	
<b>Current Base Dollar SPP</b>	Product total baseline dollar sales divided by the % ACV selling it for the time period	- Base Dollars/Avg % ACV	Dictionary	
<b>Current Base Unit SPP</b>	Product total baseline unit sales divided by the % ACV selling it for the time period	- Base Units/Avg % ACV	Dictionary	
<b>Current Base EQ Unit SPP</b>	Product total baseline equivalized unit sales divided by the % ACV selling it for the time period	- Base EQ Units/Avg % ACV	Dictionary	
<b>Current Base Dollar SPM</b>	Product total baseline dollar sales divided by the ACV selling it for the time period on a million dollar basis	- Base Dollars/(Market ACV/1,000,000)	Dictionary	
<b>Current Base Unit SPM</b>	Product total baseline unit sales divided by the ACV selling it for the time period on a million dollar basis	- Base Units/(Market ACV/1,000,000)	Dictionary	
<b>Current Base EQ Unit SPM</b>	Product total baseline equivalized unit sales divided by the ACV selling it for the time period on a million dollar basis	- Base EQ Units/(Market ACV/1,000,000)	Dictionary	
<b>Current Incr Dollars</b>	Product total incremental dollar sales for the time period	- (Dollars - Base Dollars)	Dictionary	
<b>Current Incr Units</b>	Product total incremental unit sales for the time period	- (Units - Base Units)	Dictionary	
<b>Current Incr EQ Units</b>	Product total incremental equivalized unit sales for the time period	- (EQ Units - Base EQ Units)	Dictionary	
<b>Current Promo Dollars</b>	Product total promoted dollar sales for the time period	- Promo Dollars	Stored	P_DOLLARS
<b>Current Promo Units</b>	Product total promoted unit sales for the time period	- Promo Units	Stored	P_UNITS
<b>Current Promo EQ Units</b>	Product total promoted equivalized unit sales for the time period	- Promo EQ Units	Stored	P_EQ_UNITS
<b>Current Promo Base Dollars</b>	Product total promoted base dollar sales for the time period	- Promo Base Dollars	Stored	P_B_DOLLARS
<b>Current Promo Base Units</b>	Product total promoted base unit sales for the time period	- Promo Base Units	Stored	P_B_UNITS
<b>Current Promo Base EQ Units</b>	Product total promoted base equivalized unit sales for the time period	- Promo Base EQ Units	Stored	P_B_EQ_UNITS
<b>Current Promo ARP</b>	Average retail promoted price for the product total for the time period	- Promo Dollars/Promo Units	Dictionary	
<b>Current Promo % ACV</b>	<i>For a given week</i> , the percent of stores within a given market, weighted by their projected total dollar sales, that recorded promoted sales of the product during the week. <i>For a four-week period</i> , the cumulative penetration percentage of stores within a given market, weighted by their total dollar sales, that recorded promoted sales of the product. <i>For a 12, 24 or 52 week cume</i> , it is the average of the values in the periods that comprise the cume.	- Promo % ACV	Stored	P_ACV
<b>Current Promo TDP</b>	Summation of % ACV values for each promoted UPC in the product total during the time period	-SP_ACV	Stored	P_TDP
<b>Current Promo Incr Dollars</b>	Product total promoted incremental dollar sales for the time period	- (Promo Dollars - Promo Base Dollars)	Dictionary	
<b>Current Promo Incr Units</b>	Product total promoted incremental unit sales for the time period	- (Promo Units - Promo Base Units)	Dictionary	
<b>Current Promo Incr EQ Units</b>	Product total promoted incremental equivalized unit sales for the time period	- (Promo EQ Units - Promo Base EQ Units)	Dictionary	
<b>Current Non-Promo Dollars</b>	Product total non-promoted dollar sales for the time period	- Non-Promo Dollars	Stored	N_DOLLARS
<b>Current Non-Promo Units</b>	Product total non-promoted unit sales for the time period	- Non-Promo Units	Stored	N_UNITS
<b>Current Non-Promo EQ Units</b>	Product total non-promoted equivalized unit sales for the time period	- Non-Promo EQ Units	Stored	N_EQ_UNITS
<b>Current Non-Promo Base Dollars</b>	Product total non-promoted base dollar sales for the time period	- Non-Promo Base Dollars	Stored	N_B_DOLLARS
<b>Current Non-Promo Base Units</b>	Product total non-promoted base unit sales for the time period	- Non-Promo Base Units	Stored	N_B_UNITS
<b>Current Non-Promo Base EQ Units</b>	Product total non-promoted base equivalized unit sales for the time period	- Non-Promo Base EQ Units	Stored	N_B_EQ_UNITS
<b>Current Non-Promo ARP</b>	Average retail non-promoted price for the product total for the time period	- Non-Promo Dollars/Non-Promo Units	Dictionary	
<b>Current Non-Promo % ACV</b>	Difference between Current % ACV and Current Promo % ACV	-(ACV - P_ACV)	Dictionary	N_ACV
<b>Current Non-Promo TDP</b>	Summation of % ACV values for each non-promoted UPC in the product total during the time period	-SN_ACV	Stored	N_TDP
<b>Current Non-Promo Incr Dollars</b>	Product total non-promoted incremental dollar sales for the time period	- (Non-Promo Dollars - Non-Promo Base Dollars)	Dictionary	
<b>Current Non-Promo Incr Units</b>	Product total non-promoted incremental unit sales for the time period	- (Non-Promo Units - Non-Promo Base Units)	Dictionary	

<b>Current Non-Promo Incr EQ Units</b>	Product total non-promoted incremental equivalized unit sales for the time period	$\cdot (\text{Non-Promo EQ Units} - \text{Non-Promo Base EQ Units})$	Dictionary
<b>Dollar Promo Effect Index</b>	Index of product total promoted dollar sales divided by its corresponding baseline dollar sales	$\cdot 100 \cdot \text{Promo Dollars} / \text{Promo Base Dollars}$	Dictionary
<b>Unit Promo Effect Index</b>	Index of product total promoted unit sales divided by its corresponding baseline unit sales	$\cdot 100 \cdot \text{Promo Units} / \text{Promo Base Units}$	Dictionary
<b>EQ Unit Promo Effect Index</b>	Index of product total promoted equivalized unit sales divided by its corresponding baseline equivalized unit sales	$\cdot 100 \cdot \text{Promo EQ Units} / \text{Promo Base EQ Units}$	Dictionary