



# SPINS®

## Measure Definitions

Measure	Abbreviation	Definition	Calculation
<b>Current Dollar Volume</b>	Cur \$	Retail dollar sales for your period and product selections	SPINS Stored Measure
<b>Year Ago Dollar Volume</b>	YA \$	Retail dollar sales for your period selection in the previous year	SPINS Stored Measure
<b>Dollar % Change Vs. Year Ago</b>	\$ % Chg	Percent change in dollar sales between Current and Year Ago Dollar Volume	$(\text{Current Dollar Volume} - \text{Year Ago Dollar Volume}) / \text{Year Ago Dollar Volume}$ (converted to percent)
<b>Current Unit Volume</b>	Cur U	Retail unit sales for your period and product selections	SPINS Stored Measure
<b>Year Ago Unit Volume</b>	YA U	Retail unit sales for your period selection in the previous year	SPINS Stored Measure
<b>Unit % Change Vs. Year Ago</b>	U % Chg	Percent change in unit sales between Current and Year Ago Unit Volume	$(\text{Current Unit Volume} - \text{Year Ago Unit Volume}) / \text{Year Ago Unit Volume}$ (converted to percent)
<b>Average Retail Price</b>	ARP	Average price per unit over your period selection. Item Level Only.	$\text{Current Dollar Volume} / \text{Current Unit Volume}$
<b>Year Ago Average Retail Price</b>	YA ARP	Average price per unit for your period selection in the previous year. Item Level Only.	$\text{Year Ago Dollar Volume} / \text{Year Ago Unit Volume}$
<b>Avg. % ACV (All Commodity Volume)</b>	Avg. % ACV	Percentage of stores within SPINS' sample that sold at least one unit of an item weighted by the store's total dollar sales. Average % ACV reports the mean or average of this measure over your period selection. Item Level Only.	SPINS Stored Measure
<b>Max % ACV (All Commodity Volume)</b>	Max % ACV	Percentage of stores within SPINS' sample that sold at least one unit of an item weighted by the store's total dollar sales. Max % ACV reports the highest or maximum value of this measure over your period selection. Item Level Only.	SPINS Stored Measure
<b>Year Ago Avg. % ACV</b>	YA Avg. % ACV	Average % ACV for your period selection in the previous year. Item Level Only.	SPINS Stored Measure

<b>Year Ago Max % ACV</b>	YA Max % ACV	Max % ACV for your period selection in the previous year. Item Level Only.	SPINS Stored Measure
<b>SPP - Dollars (Sales Per Point)</b>	SPP (\$)	Total item dollar sales divided by the ACV distribution for that item over your period selection. This measure tells you, on average, how many dollars of an item is selling in the stores it is distributed. Item Level Only.	Dollar Volume / Avg. % ACV
<b>SPP - Units (Sales Per Point)</b>	SPP (U)	Total item unit sales divided by the ACV distribution for that item over your period selection. This measure tells you, on average, how many units of an item is selling in the stores it is distributed. Item Level Only.	Unit Volume / Avg % ACV
<b>Dollar Share</b>	Cur \$ Share	Compares an individual item or brand's performance in dollar sales as a percentage of the total you are comparing it to. Share of a Category or Subcategory are the most common.	Dollar Volume / Reference Dollar Volume (ie. Category Dollar Volume, Subcategory Dollar Volume, etc.)
<b>Dollar Share Point Change</b>	\$ Share Pt Chg	The point difference between the current period Dollar Share and the previous period Dollar Share	(Current Dollar Share - Previous Dollar Share) * 100
<b>Unit Share</b>	Cur Unit Share	Compares an individual item or brand's performance in unit sales as a percentage of the total you are comparing it to. Share of a Category or Subcategory are the most common.	Unit Volume / Reference Unit Volume (ie. Category Unit Volume, Subcategory Unit Volume, etc.)
<b>Unit Share Point Change</b>	Unit Share Pt Chg	The point difference between the current period Unit Share and the previous period Unit Share	(Current Unit Share - Previous Unit Share) * 100