



Whole Foods Market Measure Definitions

Measure	Abbreviation	Definition	Calculation
Current Dollar Volume	Cur \$	Retail dollar sales for your period and product selections	SPINS Stored Measure
Year Ago Dollar Volume	YA \$	Retail dollar sales for your period selection in the previous year	SPINS Stored Measure
Dollar % Change Vs. Year Ago	\$ % 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)
Current Unit Volume	Cur U	Retail unit sales for your period and product selections	SPINS Stored Measure
Year Ago Unit Volume	YA U	Retail unit sales for your period selection in the previous year	SPINS Stored Measure
Unit % Change Vs. Year Ago	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)
Average Retail Price	ARP	Average price per unit over your period selection. Item Level Only.	$\text{Current Dollar Volume} / \text{Current Unit Volume}$
Year Ago Average Retail Price	YA ARP	Average price per unit for your period selection in the previous year. Item Level Only.	$\text{Year Ago Dollar Volume} / \text{Year Ago Unit Volume}$
Avg. % ACV (All Commodity Volume)	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
Max % ACV (All Commodity Volume)	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
Year Ago Avg. % ACV	YA Avg. % ACV	Average % ACV for your period selection in the previous year. Item Level Only.	SPINS Stored Measure

Year Ago Max % ACV	YA Max % ACV	Max % ACV for your period selection in the previous year. Item Level Only.	SPINS Stored Measure
SPP - Dollars (Sales Per Point)	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
SPP - Units (Sales Per Point)	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