

Supplier Performance Reporting: Metric Glossary

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Recent Updates

20-Apr-2022: **Voice of the Customer, Returns and Replacement Part reports**

Take actions to reduce returns & canceled parts - we added reports where you can find this, product reviews and other customer comments broken down by themes.

1-Apr-2022: **Session/Funnel metrics issue fixed**

We fixed the issue when some customer sessions were excluded from the Option Drilldown & Account Level Overview reports due to calculation issues on how Session / Funnel metrics get attributed to certain types of products (e.g. SKUs without options). It has been fixed on the 1st of April and all data has been back-filled with the correct numbers.

Account Overview and Option Drilldown Reports

Sales and Financials:

- **Total Revenue:** Total sales to Wayfair net of any agreed upon rebates and allowances (excludes replacements, resold items and liquidation orders)
 - Total Revenue B2B: Total sales to Wayfair B2B customers, net of any agreed upon rebates and allowances (excludes replacements, resold items and liquidation orders)
 - Total Revenue Premium Brands: Total sales to Wayfair of products curated into our Premium Brands (Flagship Brands and Specialty Retail Brands, excludes Perigold). The

revenue starting from the month during which a product is added to the Premium brand is attributed to Premium Brands; historical sales data remains unchanged.

- **Total Orders:** Count of total orders that included at least one product from the supplier's catalog (excludes replacements, resold items and liquidation orders).
 - Total Orders B2B: Count of total orders from B2B customers that included at least one product from the supplier's catalog (excludes replacements, resold items and liquidation orders).
 - Total Orders Premium Brands: Count of total orders that included a supplier's item that has been curated into one of Wayfair's premium brands (excludes replacements, resold items and liquidation orders and all Perigold orders). The orders starting from the month during which a product is added to the Premium brand are attributed to Premium Brands; historical sales data remains unchanged.
- **Units Sold:** Total quantity of all products sold to Wayfair (excludes replacements, resold items and liquidation orders)
 - Units Sold B2B: Total quantity of all SKUs sold to B2B Wayfair customers (excludes replacements, resold items and liquidation orders)
 - Units Sold Premium Brands: Total quantity of all Premium Brand SKUs sold to Wayfair (excludes replacements, resold items and liquidation orders and all Perigold orders). The units sold starting from the month during which a product is added to the Premium brand are attributed to Premium Brands; historical sales data remains unchanged.

Traffic:

- **Sessions** (available starting August 2020): Number of customers that viewed 1 or more of a supplier's products during their visit to the site. If a customer views 2+ products in the same visit, this is only counted as 1 session. If the customer leaves the site, comes back later and views the supplier's product again, this counts as 2 sessions.
 - Sessions B2B: Same as above, but specific to B2B customers
- **Unit Session Percentage** (available starting August 2020): Number of units sold as a percentage of sessions, available from August 2020 onwards
 - Unit Session Percentage B2B: Number of units sold to B2B customers as a percentage of B2B sessions
- **Add to Cart Rate** (available starting August 2020): Percentage of sessions that resulted in a customer adding an item to their cart
- **Conversion Rate** (available starting August 2020): Percentage of sessions that resulted in a customer order

Operations/Fulfillment:

- **Order to Delivery (Stated):** Average of estimated calendar days from order to delivery date communicated to customer; Not available for EU suppliers

- **Order to Delivery (Actual):** Average number of actual calendar days from order to delivery date communicated to customers. Not available for EU suppliers
- **Fill Rate:** Percent of total dropship orders that are shipped on or before the must ship by date. Not available for EU suppliers
- **Actual Lost Sales:** Estimated revenue lost because an item was not available to sell (for example, out of stock or unpurchasable due to missing imagery).

Merchandising:

- **Image Driving Option Configuration Coverage** (available starting May 2020): Percentage of products which require unique imagery to drive purchase decisions (like different size and color combinations) with at least one unique image. For example, if a sofa comes in different sizes and colors, does the product have an image for each color and size combination?
- **Required Tag Coverage** (available starting June 2020): Percentage of non-legal High Priority Tags and compliance tags that have been completed

Sponsored Products:

These metrics will only populate on products that have been included in a Sponsored Product campaign during the specified time period. If this value is empty, the product was not sponsored during the selected timeframe. All data is at the Wayfair SKU level, so you will see the same value for each part. Currency is the Supplier's current preferred currency. If their preferred currency has changed, no metrics are shown from before the change.

- **Sponsored Product Impressions:** Number of times the product is served to a sponsored product slot while a customer is viewing the page, regardless of whether it's clicked on.
- **Sponsored Product Clicks:** The total number of times a customer interacts with a product by clicking during a Sponsored Product campaign.
- **Sponsored Product Total Spend:** Sum spent on sponsored products during a specified time period.
- **Sponsored Product Average Daily Spend:** Total spend divided by the number of days in which there were active WSP campaigns during that time period.
- **Sponsored Product Attributed Revenue:** Sales revenue (or WSC to Wayfair) from orders that have been attributed to your sponsored products, using a 14-day lookback window to report attribution.
- **Sponsored Product Attributed Orders:** Count of orders that have been attributed to your sponsored items, using a 14-day lookback window to report attribution.
- **Sponsored Product Cost per Click:** The average amount paid each time a customer clicks on a sponsored ad.
- **Sponsored Product Return on Ad Spend Revenue:** A ratio of a supplier's total attributed sales (revenue to them, WSC for Wayfair) over the advertising costs to achieve those sales (may also

be referred to as WSC ROAS). In this report, percentages are captured as decimals so a 500% ROAS would be noted as 5.

- **Sponsored Product Return on Ad Spend Retail Sales:** A ratio of a supplier's total attributed retail sales (revenue to Wayfair) over the advertising costs to achieve those sales (may also be referred to as Retail ROAS).

File and Column Definitions:

There are two types of downloadable files in the Google Drive for you to access:

- **File titled: `_account_level_overview`:** Aggregates the data for your account monthly, for the last 12 months.
 - For the most recent month, column C calculates MoM % Change, the percentage growth between the most recent month and the one immediately preceding (i.e. comparing April 2021 to March 2021).
 - For the most recent month, column D calculates YoY % Change, the percentage growth between the most recent month and the same month last year (i.e. April 2021 and April 2020)
- **File titled: `_option_level_drill_down`:** Includes all of the metrics above for the most recent month, broken out for each item in your assortment by Wayfair Brand Catalog
 - This file includes additional product identifiers (columns A-H) like Class and Wayfair SKU and you may have multiple files with this name depending on the size of your catalog.
 - All metrics represent data for the last full month, except for the columns with MoM or YoY in the title. For those values, we are calculating the percentage change from the most recent full month to the one immediately prior (MoM) or the most recent full month to the same month last year (YoY)

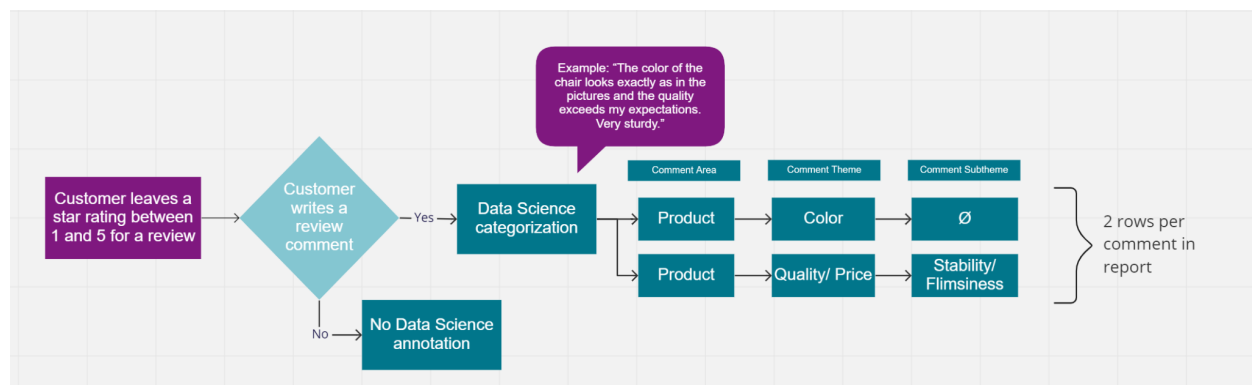
Voice of the Customer Report

Report Includes explicit customer feedback from customer reviews, return comments and incident notes. The feedback type can be identified in column A. Report includes product identifiers like SKU, supplier part number and class (columns B through L). It also includes additional insight derived through Data Science (columns A through U) to help structure the feedback into areas, themes and subthemes. These Data Science annotations are the lowest granularity found in the file, e.g. a customer comment like "Great quality, but a bit brighter than expected" will be represented by two rows of data: One row with the theme "Quality", and one row with the theme "Color" and the Subtheme "Brightness".

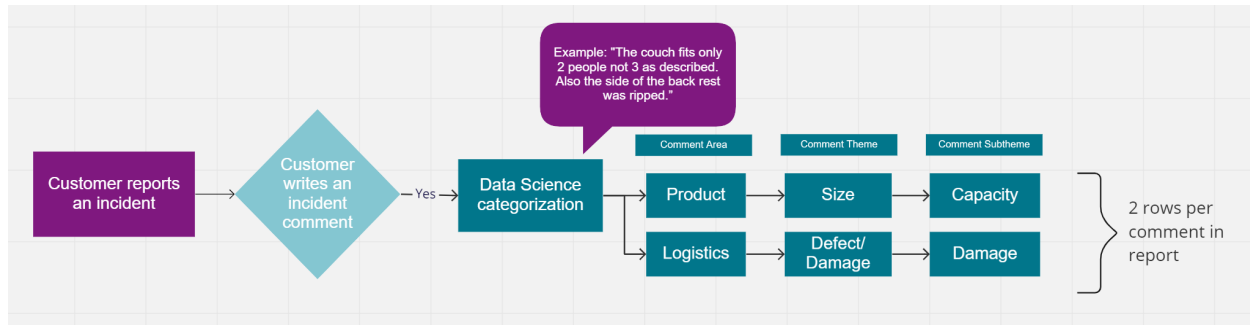
- **Review Rating:** Rating between 1 and 5 stars a customer can leave on a product.
- **Average Review Rating:** The average of all 1 to 5 star ratings this product has received.

- **No. of Reviews Received:** The number of customer reviews your product has received in the download time frame.
- **Share of Bad Reviews:** The share of reviews having a 1,2 or 3 star rating in the download month timeframe.
- **Comment:** The free text comment a customer has provided on a review, a return or an incident.
- **Comment Area:** A comment area is the general broad a comment falls into, e.g. “Merchandising” or “Service”. One comment can have multiple areas, e.g. the comment “The product is exactly what I expected, but the shipping was delayed by a week.”, will have the areas “Product” and “Logistics”. Wayfair categorizes customer feedback through Data Science to help you structure the feedback and derive additional insight.
- **Comment Theme:** A comment theme provides more detail than an area and gives you insight into the theme of the comment, e.g. “Color” or “Size”. One comment can have multiple themes, e.g. the comment “Great quality item, assembly took much longer than expected” would get the themes “Quality/Price” and “Assembly”. Wayfair categorizes customer feedback through Data Science to help you structure the feedback and derive additional insight. Comment themes are only available if the customer comment is sufficiently detailed.
- **Comment Subtheme:** A comment subtheme is a level deeper than a theme, e.g. the theme “Size” has the sub themes “Capacity” and “Physical Fit”. One comment can have multiple subthemes, e.g. the comment “This rug is a lot lighter than the pictures online, and too big for my living room.” would get the sub themes “Brightness” and “Physical Fit”. Wayfair categorizes customer feedback through Data Science to help you structure the feedback and derive additional insight. Comment subthemes are only available if the customer comment is sufficiently detailed.

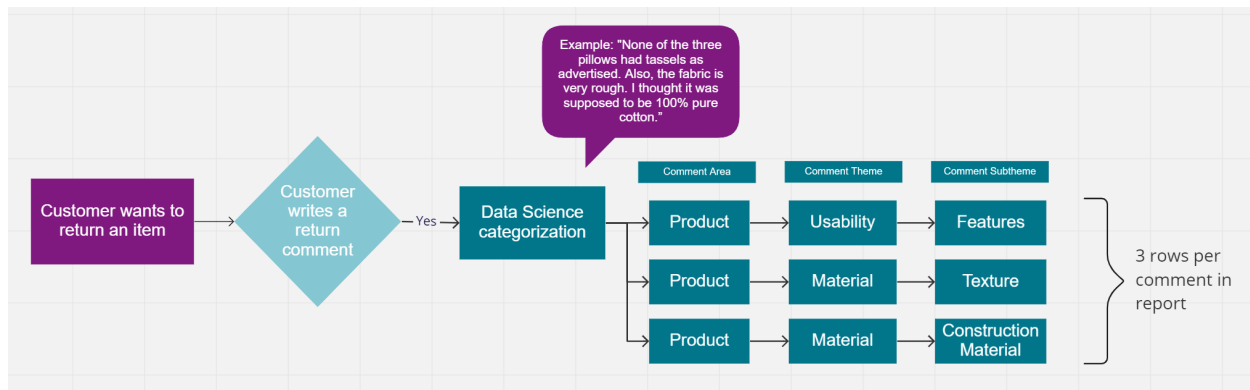
Example 1: Data Science categorization for a customer Review



Example 2: Data Science categorization for an Incident comment



Example 3: Data Science categorization for a Return comment



Returns Report

Return: When a customer sends back typically reusable items when they change their minds.

- Note returns do not include incidents or cancellations, but do include cancellations that are denied and routed back to Wayfair in transit
- **Supplier Part ID:** Wayfair's identification number for each supplier part
- **Supplier Part Number:** Supplier's identification number
- **Wayfair SKU:** Wayfair product corresponding to the listing page
- **Class Name:** Wayfair product grouping
- **Original Order Date:** The date the original order was placed by the customer
- **Original Delivery Date:** The date the original order was delivered to the customer
 - This is the date you will be able to filter on in the Report Center
- **Shipping Class:** Indicator of how the product was shipped to the customer (e.g., small parcel, large parcel, white glove)
- **Customer Return Comment:** Customer commentary when returning the product. Note this is not a required field and will not be available on every purchase order

- Redacted content: If customers leave sensitive or personal data (e.g. email addresses, credit card details, purchase order number etc.) in their comments, these are automatically redacted. For example, if a customer writes in their return comment "Hello my order 12345 is incorrect, please contact me at customer@account.com." the content will be displayed as follows: "Hello my [POnumber] is incorrect, please contact me at [redacted]."
- **Supplier Part Number - Total Return Quantity by Delivery Month:** The total number of returned items for the corresponding supplier part number. Aggregated by delivery month to display month over month trends
- **Supplier Part Number - Return Unit Rate by Delivery Month:** The total number of returned items out of the total number of ordered items for the corresponding supplier part number. Aggregated by delivery month to display month over month trends

How to use this report:

1. **Insert a pivot table** to pinpoint products with the highest count of return purchase orders and customer comments
2. **Deep dive into the customer return comments** to understand trends that may be resulting from merchandising issues
3. **Take action to reduce your returns** by updating product details and merchandising to address customer feedback

Replacement Parts Report

- **Replacement Part:** An incidence resolution type chosen when original item is Damaged in Transit, Defective, or Missing Parts.
- **Wayfair SKU:** Wayfair product corresponding to the listing page
- **Supplier Part ID:** Wayfair's identification number for each supplier part
- **Supplier Part Number:** Supplier's identification number
- **Resolution Offered Date:** The date the customer reports their incidence and replacement part is ordered to resolve the issue
 - This is the date you will be able to filter on in the Report Center
- **Total Replacement Part Requests:** The total number of replacement parts ordered for the corresponding supplier part number. Aggregated by resolution offered date to display day over day trend.
- **Total Replacement Part Cancellations:** The total number of replacement parts canceled for the corresponding supplier part number. Aggregated by resolution offered date to display day over day trend.

- **Total Replacement Part Pending Ship:** The total number of replacement parts outstanding to ship for the corresponding supplier part number. Aggregated by resolution offered date to display day over day trend.
- **Monthly Replacement Part Cancellation Rate:** The total number of canceled replacement parts out of the total number of ordered parts for the corresponding supplier part number. Aggregated by resolution offered date to display month over month trends

How to use this report:

1. **Insert a pivot table** to understand supplier part number volume for total requests, pending and canceled parts.
2. **Deep dive into the cancellation rate (canceled parts over total requests)** to understand unfulfilled part trends that may be resulting from lack of inventory on hand for that product.
3. **Take action to reduce canceled parts** by updating sku parts eligibility. If you are unable to fulfill part requests on a specific part/component of a sku due to not stocking replacement parts, please reach out to replacementparts@wayfair.com to get your sku level part information updated and avoid these fulfillment requests from being submitted moving forward.