CONQUEST INVENTORY REPORT

What is the difference between the KPI boxes at the top of the report and the KPIs in the Summary/Inventory Detail table?

- When viewing the report at an enterprise level, these KPIs display averages across the dealerships in the group. These KPI values will automatically adjust as filtering is applied, such as clicking on a dealership in the **Summary/ Inventory Detail** table—in this case, the KPIs would adjust to reflect those for the selected dealership rather than averages for the entire auto group.

What data in the report is affected by filters?

- Filtering impacts both the KPIs at the top of the report as well as data in the table(s) at the bottom of the report. Clicking on a specific dealership in the **Summary** table at the bottom of the report will adjust the KPIs at the top to represent inventory for that dealership only.

What is the "Last Month" metric in the main KPI boxes at the top of the report?

- The **Last Month** value at the bottom of each main KPI box displays the metric value for last month and indicates if the current month is better or worse than last month.

How do I see definitions for report KPIs?

- **Hovering the mouse over the KPI** in the table at the bottom of the report will display a description of that KPI in the mouse-over message.

How do I sort data in the table at the bottom for the report?

- Right-click over the table header field you want to sort and select either the ascending or descending sort option icon at the very top of the sort drop-down window.

How does the "Sort Within" option work?

- This is the default sort option. Use this option to sort values within the lowest level drill-down attribute. For example, suppose a report is configured to view group sales by three drill-down attributes: **Dealership, Make, and Model.** Sort descending by the **Vehicles Sold** would result in a descending sort of vehicles sold within each Dealer, Make, and Model row. If just one drill-down attribute is selected, such as **Dealership,** then this will sort dealerships by vehicles sold.

How does the "Sort All Values" option work?

- Use this option to perform an absolute sort across all drill-down rows for the entire table. For example, suppose a report is configured to view group sales by two drill-down attributes: **Dealership, Make, and Model.** Sort descending by the **Vehicles Sold** would result in a descending sort of vehicles sold for each Model (the lowest level drill-down attribute) across all Dealer–Make–Model rows.

What's is the Summary/Inventory Details table at the bottom of the report?

- This table displays inventory metrics across the group by one or more attributes, almost always by dealership. This section also supports drill-down fields that can be selected to view hierarchical aggregate metrics by different attributes. For example, suppose a report is configured to view group inventory by four drill-down attributes: **Model Year, Make, Model, and Dealership.** This allows for viewing inventory metrics by model year, then make, then model, and then dealership.

What is the Details table at the bottom of the report?

- This table displays details about each vehicle in inventory per filtering applied to the **Inventory Details** table. By default, this will display details for each vehicle inventory for the entire group. If further filtering is applied by clicking on clicking on a dealership in the Inventory Details table, the Details table will be filtered down to just the vehicles in inventory at the dealership highlighted in the Inventory Details table.

Can I view a subset of inventory in the group in the Details table?

- Yes. Simply clicking on a drill-down attribute field such as **Dealership** in the table will filter the inventory in the **Details** table to inventory at that dealership only. Suppose you drill into data by Dealership, then Make and finally by Model. Clicking on the make **Ford** for any dealership will filter the Details table to all Ford vehicles in inventory across the group, regardless of dealership. Now suppose you drill all the way down to **Model.** Clicking on the number sales for that model will filter transaction details to just those sales for the given Dealership–Make–Model.
- To remove filtering in the **Inventory Details** table, simply click the highlighted cell or row again.

What is the "Drill Down" attribute selector and how does it work?

- A **Drill Down** attribute is a business concept, such as **Geographical Region, Year, Dealership, Appraiser, Vehicle attribute (Make, Model, Series, Engine Fuel Type, etc.)** that can be used to view and understand your report data. For example, you may want to view inventory by U.S. state and then be able to see sales by dealership within a given U.S. state. In this case, the **State** and **Dealership** drill down attributes should be selected. Each drill down attribute will become a column in the **Inventory Details** table to the left of the metrics data.

Can I select multiple attributes within a single Drill Down?

- Yes. In fact, it is best practice to do so. The report data is refreshed/reloaded each time a Drill Down selector is applied by clicking the **OK** button after selecting the attributes.
- Attribute order in the Drill Down drop-down window matters. Drill down columns will be ordered from left to right with the top attribute becoming the leftmost column and the bottom attribute becoming the rightmost column in the aggregate metrics table. Leverage additional Drill Down selectors to order attributes differently than they are ordered in the drop-down window.

Why are the multiple Drill Down selectors?

- Use multiple drill down selectors to order drill down attributes the way you want to drill into the data when the drill down attributes within a single selector are not in the order you desire. For example, to view inventory by Fuel Type and then Dealership, configure **Drill Down 1** for **Engine Fuel Type** and **Drill Down 2** for **Dealership.**

How do I easily expand or collapse rows in the aggregate table for a Drill Down field?

- Simply click on the **plus sign (+)** next to the Drill Down attribute in the table header to expand all rows for this drill down field. Click on the **minus sign (–)** next to the Drill Down attribute in the table header to collapse all rows for this drill down field. You can click on these same symbols within the rows of the aggregate metrics table to drill down into specific rows and then collapse those rows.

How can I export my report data?

- Table data can be exported as a PDF file or an Excel file. To export data in a table, move the mouse over the table element in the report to reveal the **Options** button (three vertical dots) in the upper right corner of the table element. Click on this button, hover over **Export** in the drop-down menu and finally click on **Excel** or **PDF** to download table data in that format to your computer.

What is the “Active Inventory Count” KPI?

- This is the current number of **active vehicles** in inventory for the group or dealership.

What is the “Sold 45 Days” KPI?

- This is the number of vehicles sold in the **last 45 days** for the group or dealership.

What is the “Vehicle Avg. Age” KPI?

- This is the average age of **all vehicles** in the group or the dealership.

What is the "Turn" KPI?

- Turn, or turnover ratio, is the estimated number of times the group or a dealer will sell their **entire inventory** in 12 months.

What is the "Investment Avg." KPI?

- This is the **average unit cost of a vehicle** for the group or the dealership.

What is the "Dealer Day Supply" KPI?

- This is the **average days of supply of vehicles** for the group or dealership.

What does a Green or Red Dealer Day Supply (DDS) value mean in the Inventory Detail table?

- Green means good—it means the DDS does not exceed the **Market Day Supply (MDS)** for the dealer

Inventory Detail

Dealership	Active Inventory Count	Sold 45 Days	Vehicle Age Avg.	Turn	Dealer Day Supply (DDS)	Market Day Supply (MDS)
Total	1,417	811	70	5.45	79	117
ProfitTime Demo 1	437	242	43	6.81	81	79
Cox Connected Demo	411	248	67	5.83	75	106
ProfitTime Demo 2	198	91	89	4.65	98	227

What is the "Market Day Supply" KPI?

- This is the number of days it will take to sell **all vehicles** on the market if they continue to sell at the current rate. This metric is directly influenced by the definition of competitive criteria.

What is the "vAuto List Price Avg" KPI?

- This is the average list price of vehicles in Conquest.

What is the "Dealer Discount Avg" KPI?

- This is the average discount from MSRP **before rebates** for vehicles across the group or at a dealership.

What is the "MSRP Avg" KPI?

- This is the average **Manufacturer's Suggested Retail Price (MSRP)** for vehicles across the group or at a dealership.

What does the "Total Consumer Cash" value in the Inventory Details table mean?

- This is the amount of **guaranteed cash** available to a customer for the particular VIN.

What does the "Total Dealer Cash" value in the Inventory Details table mean?

- This is the amount of **discount** a car manufacturer gives to the dealer for a particular VIN.