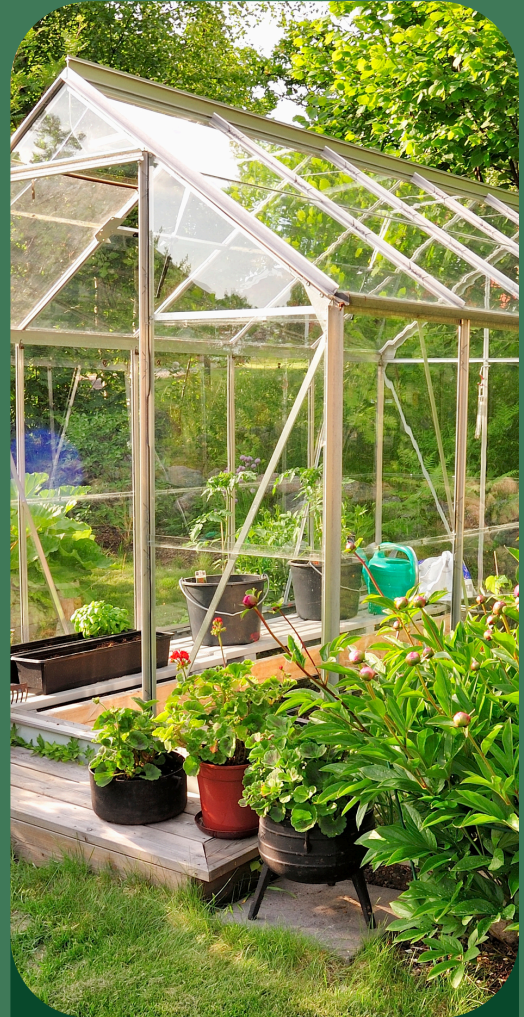# Greenhouse Data Dictionary

Understanding greenhouse-related terminology.

Explore the meanings behind greenhouse words to stay informed.

Unlock the world of greenhouse words.

Learn and grow!

Informative data glossary

Advanced Grower Solutions

advancedgrowersolutions.com

Ranges:

Day	Previous day
WTD (Week-to-date)	Aggregate of metrics from the most recent Monday to the current day
WTD-x (Specified week)	Aggregate of metrics from a specified week. (1-52)
MTD (Month-to-date)	Aggregate of metrics from the 1st of the current month, up to the previous day
Mon-x (Specified month)	Aggregate of metrics from a specified month
YTD (Year-to-date)	Aggregate of metrics from the 1st of the current year, up to the previous day
YTD-x (Year to date up to specified month)	Aggregate of metrics from the 1st of the current year, up to the previous day
TY (This Year)	Indicates the aggregate metrics are collected from the current calendar year
LY (Last Year)	Indicated the aggregate metrics are collected from the previous calendar year

Metrics

Total Sales	Total dollar amount sold from specified period.
Total Shipped Qty	Total units shipped for specified period.
Total Orders	Aggregated number of individual purchase orders.
Ave Order Size	The average dollar amount per order for specified time period.
Ave Order Shipped Qty	The average order size in units.
%Total Sales	The percent that each individual location contributes to overall sales amount.
	%Total Sales = (Location Sales / Overall Sales) * 100
Number of Orders	Total number of purchase orders submitted to specified location.
%Total Orders	The percent that each individual location contributes to the overall total number of orders.
	% Total Orders = (Total orders by location / Overall total number of orders) * 100

Metrics

Ave Sales per Order	The average amount of revenue per order, by sales locations
Total Sales Change	The difference between total sales by sales locations for the current year, when compared to the previous year
Total Sales % Change	The sales difference between the current year and the previous year in percent change form
Total Sales	The total sales for specified item, customer, or sales locations
% Total Sales	The percentage that each item or customer contributes to Total Sales
Shipped Quantity	The total number of units shipped for each item or customer
% Total Shipped	The percentage that each item contributes to Total Shipped
Average Selling Price	The average price that customers pay for a single unit of a specified item. Take into account both wholesale and retail prices.

Metrics

Customer Percent Total Sales	The overall percentage of total sales that each customer accounts for. Calculated for the specified date ranges.
Cumulative Customer Percent Total Sales	The respective percentage of total sales for each customer, aggregated in descending order. Gives users an idea of their individual 80/20 rule
Customer Profit Dollars	The total amount of profit that the respective customer has accounted for out of total profit.
Customer Margin	The overall profit margin percentage for each customer.
Total Ordered Quantity	The sum of all purchased orders submitted by that customer.
Total Orders Shipped	The sum of all purchased orders submitted by that customer.
Profit Rank	The ranking of the customers total amount fo profit. 1 tells that that customer is the most profitable in terms of overall profit.
Fulfillment Rate	The percentage of units shipped when compared to total units ordered.

Metrics

Ship ACK Rate	The percentage of units that are shipped when compared to the number of units that are acknowledged before ship.
Shortage Sales Dollars	Take the amount of shortage units (Ordered units minus Shipped units) and multiplies Shortage quantity by the selling price. Therefore finding the total amount of lost sales due to order quantity shortages.
ACK Ord Rate	The percentage of units that are acknowledged when compared to the number of units that are ordered.
Total Shortage	The difference between total units shipped and total units ordered. Represents lost sales due to shortage, missing qty, etc.
Lost Sales	This figure gives the amount of sales dollars that are missed due to shortage. It is calculated by multiplying the number of missed units by the unit's sale price.
Est Lost Profit	This figure gives an estimate on how much profit has been lost due to missed sales. It is found by multiplying the Lost_Sales_Dollars by the overall customer margin.
Total Freight Charge	The total amount that customers have been charged for freight costs.

Metrics

Total Tax	The total amount that customers have paid in taxes.
Total Royalty	The total amount that customers have paid in royalties to the grower.
Total Discount	The total amount that customers have been discounted across all orders.
Total Revenue	The total that customers have paid for all invoices once they have been posted to the system. Includes charges such as Freight, Tax, and Royalty if applicable.
Average Total Revenue Per Order	The average total amount that customers pay for invoices.
Average Freight per Order	The amount charged to customers for freight on average per order.
Average Tax per Order	The average amount of taxes that customers pay per order.
Average Royalty Per Order	The average amount of royalty charged to customer by order.
Average Discount Per Order	The average discount given to customer by order.

Metrics

Total Product Revenue	The total amount of revenue from each product. Does not includes extra charges such as freight and taxes. Is an isolated view of only revenue brought on through product sales.
Average Margin per Order	The average amount of profit received from each customer per order.
Average Cost per Order	The average cost of each order per customer.
Average QTY per Order	The average number of units that each customer orders per order.
Order Lines	The aggregation of all order lines per customer.
Revenue	Only calculated based on orders that have been posted to the system.
Most Ordered Item Desc	This gives the top selling item per customer, based on units orders.
Total Cost	The aggregation of all item costs ordered by customer. Is used to calculate customer margin.

Metrics

Total Margin Dollars	The total product revenue minus the total cost, giving each customer's amount of profit dollars.
Most Ordered Item by Frequency	The item that customers ordered the most often. In other terms, the item that appeared on purchase orders the most frequently.
Order Count	The number of times that item appeared on purchase orders.
Most Ordered Item by Quantity	The Item that had the highest sum of units purchased for each customers.
Total Ordered	The sum of the units ordered for the highest selling item.

Tier 1 NOTIFIER TABLES

Comps (Comparisons)
- Compares aggregated metrics from specified period with the same period from the previous calendar year.
- SalesComp% (Sales Comparison Percent Change)
- Gives the percent change between current year and previous year, regarding total sales amounts.
- UnitComp% (Unit Comparison Percent Change)
- Gives the percent change between current year and previous year, regarding total units sold.

Overall Sales
Overview: This table provides a comprehensive snapshot of key business metrics over the specified time periods. It includes information on sales revenue, the number of orders, and the quantity of items shipped. The table also includes columns that show these metrics for the same time periods last year, providing a direct year-over-year comparison. This comparison allows for the identification of trends, seasonal patterns, and growth rates, offering valuable insights into business performance and aiding in strategic decision-making.

Key Trends
Displays a side-by-side comparison of all metrics from the current week, and 8 weeks prior to the current week. Gives users a time-series of Overall Metrics, highlighting sales trends and gives users greater visibility of weekly patterns and overall trends. With the information provided from this table, users will be able to zero in on their highest selling weeks, providing greater visibility into inventory decisions preparing for said weeks.

Sales locations
Allows users to directly compare essential metrics between all sales locations, giving insights into sales locations performance and profitability. Gives users insights into potential managerial changes that need to be implemented for specific sales locations and tells users which aspects of sales locations need to be investigated.

Item
Gives users a side-by-side view of all of the items sold, comparing important metrics such as Total Item Sales, Item % of Total Sales, Average Selling Price, as well as comparisons of all metrics from the previous year. Outputs filtering down for metrics regarding Product, and Size are also provided. Included metrics tells users which Items are selling the best, which are the most profitable, and which are shorted the most. This information allows managers to prepare for sales more accurately, and which items should be marketed more due to higher profitability.

Product (genus/variety level)
The product outputs serves as an aggregate of all Items that fall into the same Product category. Providing essential metrics for all products, which highlights differences in sales and profitability between Item and Product levels.

Size

Size is another aggregation for all Items grouped by size, allowing users to view all essential metrics for all sizes of offered products. This gives users greater visibility into inventory management to account for sales trends based on Item size. The wide range of product sizes offered can add complexity and confusion when calculating profitability and potential future forecasts, this output sheds light on this aspect and increases user's visibility of inventory management.

Customer

The Customer Situation output gives users a comprehensive view of all customers. Comparing all metrics between customers and ranking them from highest sales amount to lowest. This output provides customers with insights into which of their customers are the most valuable and can influence pricing decisions. The output also provides information on shortage quantities per customer, giving insights into which customers have the best (and worst) fulfillment rates, and total sales and revenue lost due to these shortages. Additionally displaying the top item ordered by each customer, gives users a better idea of demand per customer.

Salesperson

Givers users statistics on individual salespersons within the organization. Metrics such as Total Sales, Total Orders, and Average Sales per Order give users valuable insights into their own operation. Having individual salesperson metrics included allows managers to spend less time collecting and analyzing data for their personnel, giving more hours towards operations.

TIER 2 In-depth Look
Customer Situation

The analytical spreadsheet for Customer Situation provides the customer with all purchasing customers available to analyze, as opposed to the Top 20. The analytical spreadsheets also give the customer more calculated metrics, more in depth analysis, as well as filtration ability. The customer situation spreadsheets also allow customers to manipulate the data at their own will, allowing calculation for custom metrics if needed.

Item Situation

The Item Situation Analytical Spreadsheet is given in the same format as the Customer Situation, providing in depth analytical abilities with comprehensive and insightful metrics calculated automatically. Customers can utilize aspects of the Analytical Spreadsheets such as the SUBTOTALS at the top, to assist them in their data filtration and analysis.

Forecast Template

The Forecast Template provided in Tier 2 of GrowerTrack, is a tool that helps growers produce accurate forecasts in a fraction of the time it takes to make them manually. Customers can input different "Factors" that effect sales and demand trends, making the Forecast generate quantities that account for outside factors that effect sales. Growers can view forecasts for demand and sales for each Item, which can be broken down further to Product and Size.

Historical Production Planning View

The Historical Production Planning View gives users a detailed, in-depth view of their Item sales and quantities by week. Allowing for easier identification of seasonal, and Item specific trends. From the Historical Production Planning View, growers can deduce accurate Production Plans much easier and faster than manually, with the necessary detail to be as accurate as possible.

Dash Board In-Depth Look (FAQ Section)
Homepage

The GrowerTrack Dashboard Homepage by itself offers valuable, comprehensive business metrics that are immediately available to the user. Metrics such as YTD Sales, the calculated top item and customer, as well as year over year sales comparisons for initial data analysis. From this page, growers will have a good understanding of where their business is, without having to adjust any filters or make any calculations themselves.

Comparisons

The Comparisons tabs gives users a view of important metrics such as sales and quantity sold compared year over year. The first tile shows the business' TYD sales, when compared to the previous years total sales, giving the user a good idea of how far the business has to go to eclipse the previous year. The second tile compares YTD sales with sales from the same time period from the previous year. This view allows users to directly compare their performance with the previous year.

Situations

"Situations" tabs aim to give growers an in-depth understanding of all their products, broken down into Item, Product, and Size. Providing valuable insights to growers making it easier to plan production, forecast demand, and maximize profits. The user can easily isolate individual items and customers to calculate percent of sales, profit margin, and more. The customers situation provided gives insight into the user's customers; who has bought the most, who has ordered the most, and who is the most profitable, telling users who their most valuable customers are and what their situation is.

Movement

The "Movement" tab and subsequent "Customer Movement" tab are designed to be used in tandem, to isolate chosen items and customers, to give users clarity through all levels of their business. With this tab, users will know who their top 10 customers due to increase are, as well as decrease. These insights can spur action from the grower to capitalize on customer increases in sales, as well as mitigate customers that are decreasing their sales.

AR

The GrowerTrack Dashboard does not only show metrics for the sales side of the business, but also offers insights on the GL side of the business. Using the "AR" tab of the GrowerTrack Dashboard, users can monitor which customers owe them money, how much, and for how long. This information is vital for growers to control their cash flow, and to make informed decisions that enhance operational efficiency and maximize profitability.