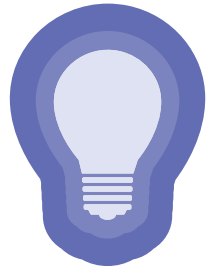



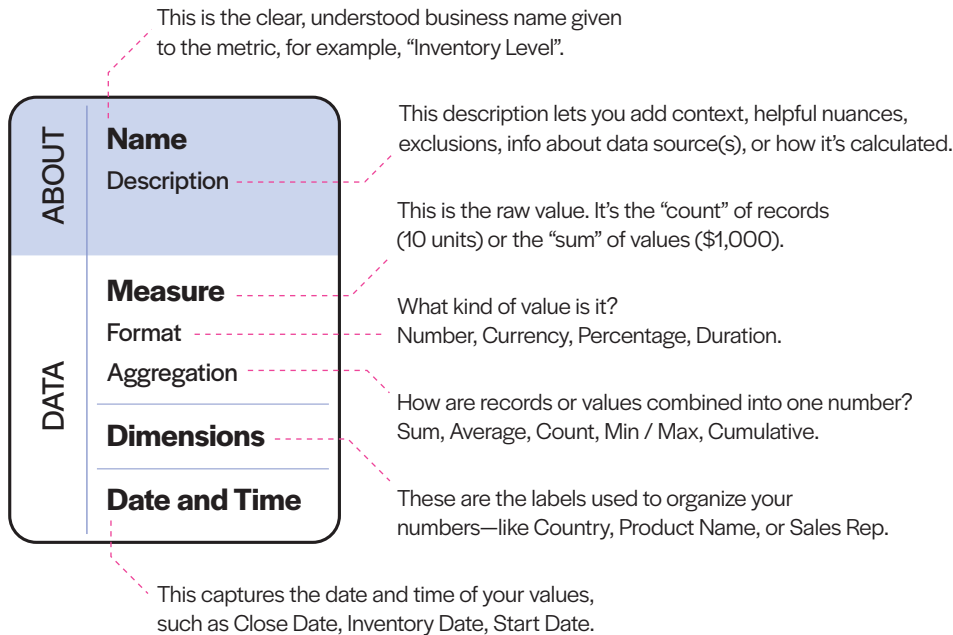
Metrics. Key Terms and Concepts



 We'll use examples to explain concepts. So, imagine you're the owner of a grocery chain that sells Apples, Bananas, and Oranges. You have stores in Toronto, Montreal, and Vancouver.


What Is a Metric?



A metric is a formal, documented definition of something your business measures — a name, a clear definition, and precise rules for how it's calculated.



Dimension Name Consistency

Dimensions only work across metrics when the names match. Name dimensions consistently to ensure filter and segment compatibility everywhere.

 Here are three different metrics, and the label they use for "City".

METRIC	DIMENSION 	METRIC	DIMENSION 
Fruit Sales	City	Fruit Sales	City
Inventory Levels	Store_Town	Inventory Levels	City
Sell-Through Rate	Location	Sell-Through Rate	City
	DON'T DO THIS		DO THIS

What Does a Fully-Defined Metric Look Like?


Every field plays a role. Well-defined metrics mean everyone on your team sees the same number and it means the same thing.

Name: Inventory Levels
Description: **The total number of products in stock and in storage across all locations.**

Measure: Units
Format: Numeric Currency Percentage Duration
Aggregation: Sum Average Count rows Min Max Cumulative sum Cumulative count


Dimensions: Product, City, Stock Location

Date and Time: Inv_DateStamp

 Pro-tip: Rename raw dimension labels for better readability and consistency.

Raw Data

Inv_DateStamp	Product_Name	Location_City	Location_Stock	Units
02.27.2026T07:24:00	Apples	Toronto	In-Store	4
02.27.2026T07:24:00	Apples	Vancouver	Warehouse	8
02.25.2026T15:31:00	Bananas	Montreal	Warehouse	2
02.25.2026T15:31:00	Oranges	Toronto	In-Store	3
02.25.2026T15:31:00	Bananas	Toronto	Warehouse	7
02.23.2026T11:04:00	Apples	Vancouver	In-Store	5
02.23.2026T11:04:00	Oranges	Montreal	In-Store	4

 **AI Ready:** To help AI understand your intent and return the best-possible answers, add clear metric descriptions and apply consistent, metric and dimension names.