

Analytic Designer Cheat Sheet



Common Goals and What Metrics to Use:

Want to...

Use Metric Title

Metric Description

See percentage of all your visitors by Visitor DMA, Region, POI, etc?

Location - % of visitors

Calculates the percentage of all your visitors from whatever attribute you slice the insight.

Research origin markets?

Location - % of visitors - NO EMPTY VALUE

Calculates the percentage of all your visitors from an attribute, but will exclude visitors from outside the US

Research origin markets, and the home DMA is already under consideration?

Location - % of visitors - NO EMPTY VALUE, Home

Calculates the percentage of all your visitors from an attribute, but will exclude visitors from your home DMA(s) & outside the US

See the top visited OOB POIs or see the origin markets visiting those OOB POIs?

Location - % of visitors - OOB

Calculates the percentage of all visitors to OOB POIs by whatever attribute you slice it by

See percent of visitors at POI?

Location - Visitor % of Total

Calculates the percentage of total devices observed that are defined as visitors.

See percentage of all your visitor spending by Visitor DMA, Region, POI, etc.?

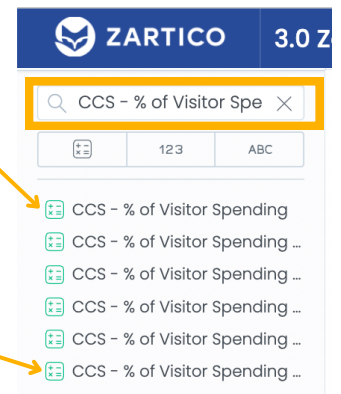
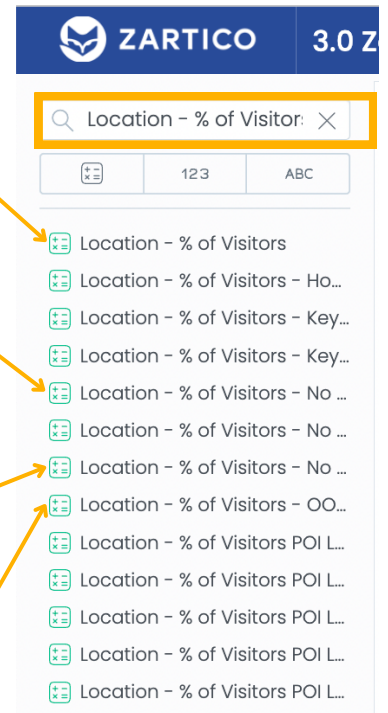
CSS - % of Visitor Spending

Calculates the percentage of all your visitor spending by whatever attribute you slice the insight

Research origin markets, and the home DMA is already under consideration?

CSS - % of Visitor Spending - No Empty, Home DMA



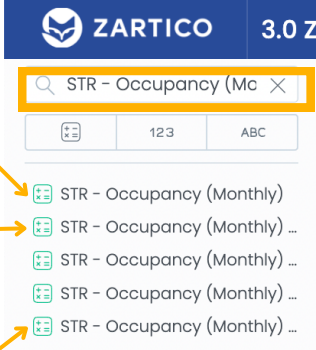
Calculates the percentage of all your visitor spending by whatever attribute you slice the insight, but will exclude visitor cardholders from your Home DMA(s)



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Common Goals and What Metrics to Use:

Want to...	Use Metric Title	Metric Description	
See percentage of all your spending by Visitor DMA, Region, POI, etc.?	CSS - % of Total Spending	Calculates the percentage of all your spending (visitor & resident) by whatever attribute you slice the insight	
See the average of your spending by Visitor DMA, Region, POI, etc.?	CSS - Avg Visitor Spending	Calculates the average of your spending (visitor & resident) by whatever attribute you slice the insight	
Segments an insight by the "STR Geography"?	STR - Occupancy (Monthly)	Averages the occupancy across all segments in your Monthly STR report.	
See your STR performance?	STR - Occupancy (Monthly) - Primary	Averages the occupancy for only your primary geography in your Monthly STR report.	
See your STR performance and compare it over several years?	STR - Occupancy (Monthly) - Primary 2019	Averages the occupancy for only your primary geography in your Monthly STR report for only the year 2019.	

Learn more about these metrics on our Knowledge Base: Search "Common Metrics" or [click here](#).