

Custom Item Group Comparison Insight Panel

Published 7/5/2019 – We're pleased to roll out our monthly insight panel update with an entirely new insight panel. The [Item Group Comparisons](#) panel is an easy to use panel, especially if you're comfortable with the [Custom Regions Overview](#) insight panel. This panel is simple and is designed to allow you to quickly and easily compare sales performance among a number of different custom item groups. The beauty of custom item groups is that you can make any number of them and include only the items you care about and are not hampered by any categorization hierarchy you might otherwise use. While the options are nearly limitless, we expect common use cases for this will typically include grouping items into custom groups based on price points to view how price tiers are performing in the marketplace.

Item Group Comparison - Metric Retail \$			
Item Group	Curr. Yr. Retail \$	Prev. Yr. Retail \$	% Growth
Brown Mulch	\$435,181	\$267,068	62.95%
Premium Mulch	\$5,594	\$552,731	-98.99%
Red Mulch	\$22,035,542	\$21,315,003	3.38%
Total	\$22,476,316	\$22,134,802	1.54%

Week | MTD | **FYTD** | CYTD

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