roduct is in a pre-release state and might change or have limited support. For more information, see the product laun

(/products/#product-launch-stages).

Recommendations AI provides metrics to help you determine how incorporating the recommendations is affecting your business.

You can view recommendation metrics for your project in the **Dashboard** tab of the Recommendations AI Console (https://console.cloud.google.com/recommendation).

You can select one of the recommendations shown at the bottom of the dashboard to get metrics for that recommendation. Choose a recommendation and then select **See details**.

The table below provides definitions of the summary metrics that Recommendations AI displays on the **Dashboard** tab.

Metric	Description	Details
Total revenue	The total revenue from all recorded purchase events.	This value includes shipping and tax.
Recommender-engaged revenue	The revenue for purchase events that include at least one catalog item that was selected from a recommendation panel.	This value includes shipping and tax and any discount applied.
Recommendation revenue	The revenue from recommended items.	This value is the sum of the original prices, as listed in the catalog, for every item that was selected from a recommendation panel and ultimately purchased. It does not include shipping, tax, or any discount applied at purchase time.

Average order value (AOV)	The average value of orders from all purchase events.	Total revenue divided by the number of orders.
Recommender-engaged AOV	The average value of orders that include at least one item selected from a recommendation panel.	Recommender-engaged revenue divided by the number of orders with at least one item that was selected from a recommendation panel.

You can see metrics for a specific recommendation placement by clicking **See details** on the placement.

The table below provides definitions for the placement-specific metrics.

Metric	Description	Details
Click-through rate (CTR)	The number of product detail views from a recommendation panel divided by the total number of impressions for the placement type.	For example, if the recommendation placement is `shopping_cart`, then the CTR would be the number of product detail pages viewed from the shopping cart recommendation panel divided by the number of recommendation impressions on the shopping cart page.
Conversion rate	The number of add to cart events from a recommendation panel divided by the total number of impressions for the placement type.	Similar to CTR, except that instead of product detail views, conversion rate uses add to cart events.
Revenue from recommendations	The total revenue from the recommendations for this placement.	Similar to Recommendation revenue, except that this is for this placement only.