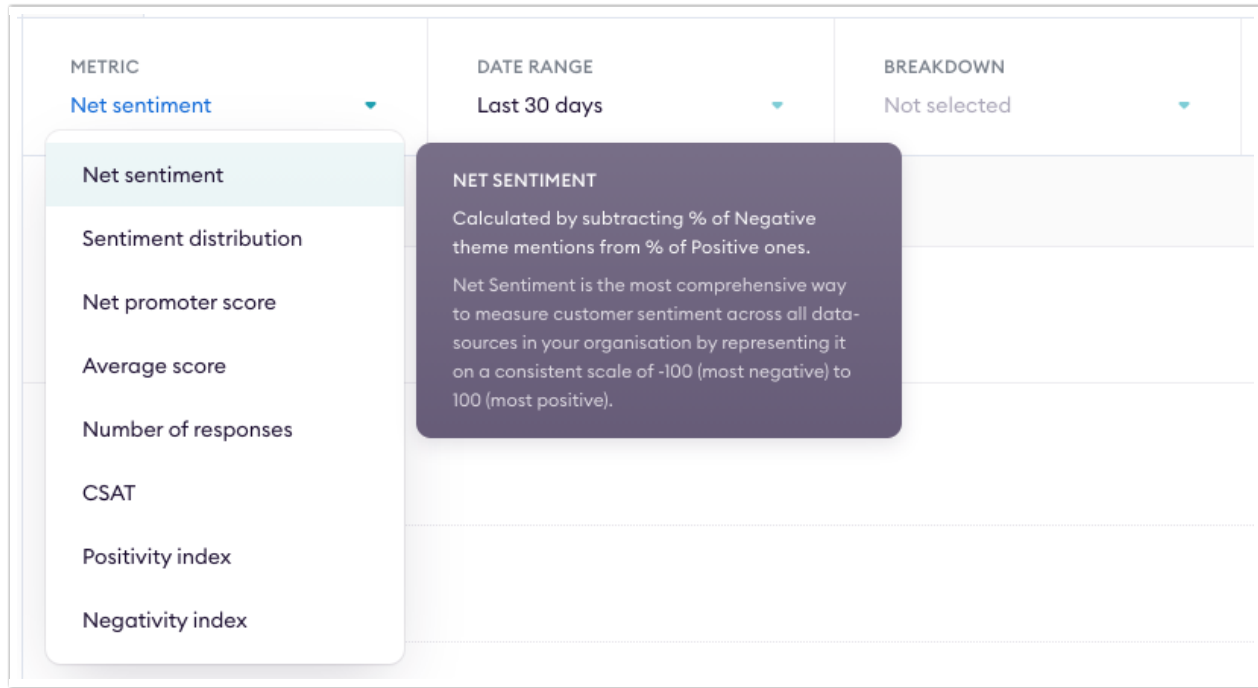# Understanding Metrics in Alchemer Pulse

A breakdown of the key metrics you can track using Alchemer Pulse.

You may have seen the image above on our reports page where there is a drop-down list of the metrics you can track. Each one of these metrics is explained below:

Net sentiment:

This is a metric that is unique to Alchemer Pulse. It is calculated by subtracting % of Negative theme mentions from % of Positive ones. The metric is a universal approach to measuring customer experience across various channels. It works on a scale ranging from -100 to 100.

Sentiment Distribution:

This is also a metric unique to Alchemer Pulse. It is the ratio of positive to negative theme mentions.

Net promoter score (NPS):

NPS is an industry standard metric. It is calculated by subtracting the percentage of detractors (those who give a score of 0-6) from the percentage of promoters (9-10). This also works on a scale ranging from -100 to 100.

Average score & number of responses:

This is just a simple average for all responses with a customer assigned score and the total volume of responses from customers.

CSAT:

This is used to measure the percentage of satisfied customers. Calculated by taking the number of customers who gave a rating of 4 or 5 out of 5 and dividing this by the total volume of responses.

Positivity & Negativity Index:

This is the last Alchemer Pulse unique metric. This is the number of positive or negative mentions within a set of responses based on your filter selection. You can find out more about this here.

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