Measurement Framework						
	General Website Performance			Sales Trends		Traffic Sources	
Objective	Increase event volume and encourage user engagement	Increase the Returning Visitors Rate and encourage repeat purchases.	Reduce the Cart Abandonment Rate and increase the number of completed purchases.	Increase the Conversion Rate and drive more sales	Increase the Average Order Value over time	Increase the number of high-quality traffic sources to the website	Optimize the marketing strategy to drive more sales from the most effective channels
Tactic	Determine which website elements or content are most effective at driving user engagement	Offer exclusive discounts or promotions to returning visitors.	Simplify the checkout process by minimizing the number of steps required to complete a purchase.	Implement clear call-to-actions to encourage user conversions	Use customer data to personalize the shopping experience for each customer/region	Targeted advertising campaigns to increase engagement from high quality sources	Implement tracking and attribution tools to measure the ROI of different marketing channels
KPI	Event Volume	Return Visitor Rate (ratio of returning visitors out of total)	Cart Abandonment Rate (% of abandoned purchase sessions out of total)	Conversion Rate %	Revenue	Revenue	Conversion Rate %

Dashboard Access Link: *https://lookerstudio.google.com/reporting/4b428769-4f03-4939-a032-59811d21e034*