# TechShop E-Commerce Project KPIs

## 1. Performance Metrics

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| Metric | Target Value | Purpose |
| Page Load Time | Less than 3 seconds | Ensures fast and seamless browsing experience. |
| API Response Time | Less than 500ms | Efficient back-end performance and database queries. |
| Transaction Processing Time | Under 2 seconds | Smooth checkout and payment process. |

## 2. System Reliability

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| Metric | Target Value | Purpose |
| System Uptime | 99.9% | Ensures maximum availability and minimal downtime. |
| Error Rate | <1% | Maintains system stability and minimizes bugs. |
| Data Backup Frequency | Daily | Ensures data security and quick recovery. |

## 3. User Engagement

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| Metric | Target Value | Purpose |
| User Adoption Rate | 10% monthly growth | Measures how many users are actively using the platform. |
| Customer Retention Rate | >70% | Indicates customer satisfaction and loyalty. |
| Conversion Rate | >3% | Tracks how many visitors make a purchase. |
| Average Session Duration | More than 5 minutes | Indicates user engagement and content relevance. |