ALL TABLEAU TABLE CALCULATIONS – 15 KPI's

🎯 Core Metrics

1. Total Orders
```
COUNT([Order ID])
```

2. Total Revenue
```
SUM([Total Amount])
```

3. Average Order Value (AOV)
```
SUM([Total Amount]) / COUNT([Order ID])
```

4. Total Customers
```
COUNTD([Customer ID])
```

🔁 Customer Behavior

5. Repeat Customers %

```
// Orders per Customer (create this separately first)
{ FIXED [Customer ID] : COUNT([Order ID]) }

// Repeat Customer %
COUNTD(IF [Orders per Customer] > 1 THEN [Customer ID] END) /
COUNTD([Customer ID])
```

15. Customer Lifetime Value (CLV)

```
// AOV
SUM([Total Amount]) / COUNT([Order ID])

// Avg Order Frequency
COUNT([Order ID]) / COUNTD([Customer ID])

// CLV
[Average Order Value] * [Avg Order Frequency]
```

🚚 Delivery Metrics (Orange)

6. Delivery Efficiency (On-Time Deliveries %)
```
COUNT(IF [Delivery Status] = "On Time" THEN 1 END) / COUNT([Order ID])
```

10. Active Delivery Agents
```
COUNTD([Delivery AgentID])
```

11. Average Delivery Time (Minutes)
```
AVG(DATEDIFF('minute', [Pickup Time], [Actual Delivery Time]))
```

9. Customer Satisfaction Score (CSS)
```
AVG([DeliveryFeedbackRating])
```

♟ Performance & Insights (Purple)

7. Top Performing Restaurants (by Revenue)
```
SUM([Total Amount])
```
☞ *Use with Restaurant Name in a bar chart, sorted descending.*

8. Order Cancellation Rate
```
COUNT(IF [Order Status] = "Cancelled" THEN 1 END) / COUNT([Order ID])
```

12. Revenue Per Customer
```
SUM([Total Amount]) / COUNTD([Customer ID])
```

13. Peak Order Hours
```
DATEPART('hour', [Order Date])
```
☞ *Use in a histogram or line graph to identify high-frequency hours.*

14. Top Food Categories
```
COUNT([Order ID])
```
☞ *Use with [Food Category] on Rows or Color to show most ordered categories.*