# KPI Cockpit

## Kick-off & Scope

Client Objective: have a real-time executive cockpit integrating sales, customers, marketing, and logistics.

## Key Questions

### Sales and Profitability

- What is the evolution of AOV (Average Order Value) by channel and category?  
- Which products or categories concentrate 80/20 of revenue?  
- Which sellers or suppliers generate the most value, and which erode margin?

### Customers and Retention

- What is the average CLV (Customer Lifetime Value) overall and by segment?  
- What percentage of customers are new vs. returning each period?  
- How does customer satisfaction vary by category or region?  
- Which segments show higher churn, and which are most loyal?

### Marketing and Acquisition

- What is the CAC (Customer Acquisition Cost) by channel?  
- Which campaigns generate the best ROAS, and which destroy value?  
- Which channel + category combination produces the best marketing efficiency?  
- What is the conversion rate from visit → purchase → repurchase?

### Logistics and Operations

- What is the average delivery time, and how does it vary by region?  
- What % of orders arrive outside SLA (Service Level Agreement)?  
- Which categories have the highest logistics cost relative to average ticket?  
- How does customer–seller distance impact times and satisfaction?

### Strategy and Cohorts

- Which customer cohorts show the best revenue evolution over time?  
- Which cohorts require immediate retention actions?  
- Which cohorts respond best to remarketing campaigns?  
- Which cohorts have the highest price elasticity?