KPI Dashboard — Sample Metrics

Purpose: Show key measurable improvements expected after redesigning the food delivery experience.

Metric	Before	After (Redesigned)	Improvement / Notes
Average Time-to-Delivery	42 mins	31 mins	26% faster delivery, reducing customer wait time
Order Accuracy	87%	95%	8% increase in correct orders, fewer complaints
Checkout Abandonment Rate	18%	12%	6% reduction, faster and simpler checkout
Customer Satisfaction (CSAT)	72%	86%	14% increase, reflecting overall improved experience
Promo Redemption Rate	55%	70%	Easier coupon application and visibility increases usage
User Engagement	Medium	High	More repeat orders due to improved UX and transparency