**SIX DATA QUALITY PERFORMANCE INDICATORS RECOMMENDABLE FOR MEETING THE VISION OF HUBTEL LIMITED.**

1. Delivery Time Variance.

This particular metric actually measures the consistency of delivery times compared to the estimated delivery time. This in turn helps in the management of the expectation of the customer.

1. App Performance.

The act of monitoring the speed rate as well as the functionality of the company’s online platform is necessary for the performance of a seamless and also a user friendly experience for customers.

1. Average order value.

Here, this indicator calculates the average amount that a customer spends per order. This can help in understanding customer behaviour as well as their preferences.

1. Operational Efficiency.

This assesses the efficiency of internal processes. Some of these are order processing, delivery routing as well as customer service, to enhance the overall performance of the company.

1. Return Rate.

This indicator focuses on the measuring of the percentage of orders returned by customers due to some issues such as wrong order, late delivery of orders and quality concerns.

1. Error rate or System downtime in Payment Processing.

This particular metric detects and scans the frequency of errors or inconsistencies in payment processing. It ensures that financial transactions are accurate.

**FIVE ADMINISTRATIVE DATA POINTS THAT HUBTEL SHOULD PRIORITIZE FOR ARCHIVING FOR THE NEXT FIVE YEARS.**

1. Customer Service Logs.

Archiving the complaints, inquiries and resolutions of customers can provide insights into customer needs and service improvements.

1. Market Research Data.

When data is prioritised on markets trends, competitor analysis and customer demographics, it helps in making informed business decisions and staying competitive in the industry.

1. Legal and Compliance Document.

The process of storing contracts, licenses, permits and also compliance records ensures the adherence to regulations as well as the minimization of legal risks.

1. Employee records.

The details of employees when archived, aids in human resource management. Also, the performance evaluations and training records helps succession planning and compliance.

1. Financial records.

Archiving financial data such as expenses, revenue and profit margins is pivotal as it aids in assessing the overall financial performance of the company.