Uber Eats: Strategic KPI Dashboard

KPI Scorecards

Common KPIs
First Time Order %
0.0000 — 0.3132

1. 30-Day Repeat Rate
2. % of Orders from First-Time Eaters

EatsPerks Passport + Campus Courier Loop

1. Orders-per-Courier Ratio
2. Loyalty Engagement Rate
3. LTV:CAC (Segmented)

Flavor Engine + Mobile Ghost Kitchens

1. % First-Time Orders
2. Avg. Courier Wait Time
3. Active Restaurant Ratio
4. Avg. Basket Size

Marketplace Overview
Repeat Order Rate by Brand

Brand Name	Repeat Order Rate
4 Rivers Smokehouse	
&pizza	
America's Best Wings	
American Deli	
Anthony's Coal Fired Pizza	

User Acquisition
First-Time Orders

Brand Name	
Poke Bar	0.3132
T.G.I. Friday's	0.2880
WaWa	0.2668
Pokeworks	0.2140
Huey Magoos	0.2052
Pizza Boli's	0.1460
Red Robin	0.1420
Duchess Restaurant	0.1344

Courier Operations
Courier Wait vs Volume

Annualized Trips (1000K / 500K / 0K) vs Avg. Courier Wait Time (min) (0–100)

- Original Tommy's Hamburgers
- Little Greek
- Bed-Stuy Fish Fry

Brand Metrics View
KPI Heatmap

Brand Name	Avg. Courier Wait Time
4 Rivers Smokehouse	
&pizza	
America's Best Wings	
American Deli	
Anthony's Coal Fired Pizza	
Applebee's	
Arby's	

Loyalty and Personalization Impact
Basket Size by Brand and Daypart

Brand Name	Avg. Basket Size
4 Rivers Smokehouse	Lunch
&pizza	Lunch
America's Best Wings	Lunch
American Deli	Lunch
Anthony's Coal Fired Pizza	Lunch
Applebee's	Lunch