

1 Sales & Revenue KPIs

KPI	Definition / Formula	Source Table
Total Revenue	Sum of order_revenue or item_revenue	fact_orders / fact_order_items
Total Orders	Count of order_id	fact_orders
Total Items Sold	Sum of quantity	fact_order_items
Average Order Value (AOV)	Total Revenue / Total Orders	fact_orders
Revenue by Product	Sum of item_revenue grouped by product_id	fact_order_items
Revenue by Customer	Sum of order_revenue grouped by customer_id	fact_orders
Revenue by Channel	Sum of order_revenue grouped by channel_id	fact_orders
Revenue by Campaign	Sum of order_revenue grouped by campaign_id	fact_orders

2 Customer & Retention KPIs

KPI	Definition / Formula	Source Table
Number of Customers	Count of distinct customer_id	fact_orders
New vs Returning Customers	Identify first order date vs subsequent orders	fact_orders
Customer Lifetime Value (CLV)	Sum of revenue per customer	fact_orders
Average Items per Customer	Total Items Sold / Number of Customers	fact_order_items

3 Product Performance KPIs

KPI	Definition / Formula	Source Table
Top Selling Products	By quantity sold	fact_order_items
Top Revenue Products	By item_revenue	fact_order_items
Product Contribution Margin	(item_revenue - item_cost) / item_revenue	fact_order_items

4 Marketing & Campaign KPIs

KPI	Definition / Formula	Source Table
Campaign Spend	Sum of spend per campaign_id	fact_campaign_daily
Campaign Revenue	Sum of revenue per campaign_id	fact_campaign_daily
Campaign ROAS	revenue / spend	fact_campaign_daily
Campaign CTR	clicks / impressions * 100%	fact_campaign_daily
Orders from Campaign	Count of orders linked to campaign_id	fact_orders
Revenue by Channel	Sum of revenue per channel	fact_orders

5 Operational KPIs

KPI	Definition / Formula	Source Table
Order Fulfillment Rate	Completed orders / total orders	fact_orders (use order_status)
Average Items per Order	Total Items Sold / Total Orders	fact_order_items
Profit per Order	(order_revenue - order_cost)	fact_orders
Profit per Product	(item_revenue - item_cost)	fact_order_items

6 Optional Advanced KPIs

KPI	Definition / Formula	Source Table
Customer Segmentation	Revenue or order frequency by customer type	fact_orders + dim_customer
Product Affinity / Bundles	Items frequently purchased together	fact_order_items
Campaign Effectiveness Over Time	Trend of ROAS, CTR, and revenue	fact_campaign_daily