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| **Key Performance Indicators (KPIs)** | **Description** | **Formula** | **Summary** |
| Cart Abandonment Rate | • Cart abandonment rate • Average number of items added to cart before abandonment | Cart\_Abandonment\_Rate' = no\_Checkout\_Initiated' - No\_Checkout\_Confirmed'/'No\_Checkout\_Initiated'  **No\_Items\_Added\_InCart/**  **Cart\_Abandoned = 0** | Monitoring this KPI can help Amazon identify and address issues in the checkout process to reduce cart abandonment. |
| Customer Engagement | • Average session duration • Bounce rate • Percentage of returning visitors • Customer loyalty (e.g., repeat purchase rate) | **Session\_Activity\_Count\* 54 (reference from forbes)**  **Percentage of VisitorType**  **No of purchase made by returning visitors/total\_visitors**  **(where revenue is TRUE)** |  |
| Demographic Insights | • Conversion rate by customer age and gender • Average order value by customer age and gender | Age, gender,  Conversion rate = (Checkout\_completed-checkout\_initiated)/checkout\_initited |  |
| Traffic Source Effectiveness | The conversion rate and revenue generated from different traffic sources (e.g., organic search, email campaigns, referrals). |  | This KPI can guide Amazon's marketing and advertising strategies to optimize their customer acquisition channels. |
| Seasonal and Special Day Impact | The conversion rate and revenue generated during special days (e.g., holidays, sales events). | Special Day, total cart value, revenue\_amount, revenue | Tracking this KPI can help Amazon plan and execute targeted marketing campaigns to capitalize on seasonal trends. |
| Conversion Rate Improvement | The ratio of successful purchases (order\_amount > 0) to total visits. | Revenue= True, checkout initited, | This KPI helps Amazon understand the effectiveness of their website and marketing efforts in converting visitors into customers. |
| Average Order Value (AOV) | The average revenue generated per successful purchase. |  | Analyzing AOV can provide insights into the value of each customer and help Amazon optimize pricing and product recommendations. |
| **Customer Lifetime Value (CLV)** | The total revenue a customer is expected to generate over their lifetime. | Checkout\_initiated and Revenue = True  For long period of time | Tracking CLV can help Amazon identify and focus on their most valuable customers, enabling targeted marketing and retention strategies. |
| **New vs. Returning Visitors** | The ratio of new visitors to returning visitors. |  | Analysing this KPI can help Amazon understand the effectiveness of their customer acquisition and retention efforts. |