

# KPI Overview

This section summarizes the overall health of key KPIs.

KPI	Mean	Min	Max	Std
revenue	583251.11	289239.98	850123.45	97972.70
orders	1155.01	547.00	1552.00	165.32
conversion_rate	0.05	0.04	0.05	0.00
dau	13703.80	10227.00	19241.00	1713.44
payment_success_rate	0.93	0.74	0.94	0.03
bounce_rate	0.40	0.37	0.43	0.01
cac	125.94	112.63	139.57	5.49