Key Performance Indicators (KPI)

KPIs

- **<u>Total number of sales</u>**: evaluates sales performance without financial aspects. Can be filtered by :
  - Regions
  - Product categories
  - Products

KPIs

- **Return rate:** Orders returned divided by total orders. Help evaluate customer satisfaction and product quality. Can be filtered by :
  - Regions (business units)
  - Product categories
  - Products

KPIs

- **<u>Inventory turnover rate:</u>** Measures the frequency at which the store's inventory is sold and replaced. Indicates products on demand. Can be filtered by:

  - Regions (business units)
  - Product categories
  - Products

KPIs

- **<u>Conversion rate:</u>** Number of visits divided by number of purchases. Help evaluate customer satisfaction and product quality. Can be filtered by :
  - Regions
  - Online / Offline

KPIs

- **<u>Employee productivity:</u>** Measures number of tasks done by the employees over a period of time. Can be filtered by :

  - Regions

  - Stores

KPIs

- **<u>Customer satisfaction score:</u>** Based on surveys, reviews. Can be filtered by :
  - Regions
  - Stores