Features	Metrics	Baseline	How to Calculate
Pop-ups for Complimentary Products	Pop-up Offer Conversion Rate	25% of users add items to cart after pop-up offers in 1 month	(Number of users adding items after pop-up offers / Total number of users shown pop-ups) × 100
Loyalty Program for Users	Loyalty Points Redemption Rate	40% of users redeem loyalty points in 2 months	(Number of users redeeming loyalty points / Total number of users) × 100
Subscription Plan for Recurring Orders	Subscription-to-Order Success Rate	50% of subscriptions result in successful recurring orders in 3 months	(Number of successful recurring orders from subscriptions / Total number of subscriptions initiated) × 100
Enhanced Search (Document/Image Upload & Voice Search)	Enhanced Search Conversion Rate	60% of users find and order via enhanced search features in 3 months	(Number of successful orders from document/image/voice search / Total number of enhanced search users) × 100
Baskets for Meal Planning	Adoption Rate	30% of total orders are placed through baskets within 3 months	(Total orders placed through baskets / Total orders placed) × 100