

## **Key Performance Indicators (KPIs) for TechXpress E-commerce Platform**

### **1. Sales and Revenue Metrics**

- **Total Revenue:** The total amount of money generated from product sales.
- **Average Order Value (AOV):** Total revenue divided by the number of orders.
- **Conversion Rate:** Percentage of website visitors who complete a purchase.
- **Customer Lifetime Value (CLV):** Estimated total revenue from a single customer over their lifetime.
- **Cart Abandonment Rate:** Percentage of users who add items to the cart but do not complete the purchase.
- **Refund and Return Rate:** Percentage of products returned by customers.
- **Product Performance Metrics:** Sales per product category (laptops, mobiles, cameras) to identify top-selling items.

### **2. Customer Experience & Engagement Metrics**

- **Customer Satisfaction Score (CSAT):** Based on customer surveys and feedback.
- **Net Promoter Score (NPS):** Measures customer willingness to recommend the platform to others.
- **Customer Retention Rate:** Percentage of customers who make repeat purchases.
- **Average Response Time (Support):** Time taken to respond to customer inquiries.
- **User Reviews and Ratings:** Average product ratings and number of reviews per product.
- **Checkout Process Efficiency:** Time taken for users to complete the checkout process.

### **3. Operational & Order Fulfillment Metrics**

- **Order Processing Time:** Average time taken to process an order from checkout to shipment.
- **On-Time Delivery Rate:** Percentage of orders delivered within the promised timeframe.
- **Stock Availability:** Number of products in stock versus out-of-stock items.
- **Order Cancellation Rate:** Percentage of canceled orders before shipment.
- **Payment Success Rate:** Percentage of successful transactions processed via Stripe.
- **Fraud Detection Rate:** Number of fraudulent transactions detected and prevented.

### **4. Website Performance & Technical Metrics**

- **Website Uptime:** Percentage of time the website is available and operational.
- **Page Load Time:** Average time taken for a page to load.
- **Bounce Rate:** Percentage of visitors who leave the website after viewing only one page.
- **Mobile Responsiveness Score:** Usability and functionality on mobile devices.
- **Error Rate:** Number of website crashes, payment failures, and critical errors reported.
- **Security Incidents:** Number of detected security threats or breaches.

### **5. Marketing & Traffic Metrics**

- **Website Traffic:** Total number of visitors to the platform.

- **Traffic Source Breakdown:** Percentage of traffic from organic search, paid ads, social media, and direct visits.
- **Click-Through Rate (CTR):** Percentage of users clicking on ads or marketing campaigns.
- **Customer Acquisition Cost (CAC):** Cost of acquiring a new customer through marketing efforts.
- **Email Campaign Performance:** Open rates, click rates, and conversion rates from email marketing.
- **Social Media Engagement:** Likes, shares, comments, and followers across platforms.

## 6. Admin Panel & Management Metrics

- **Product Management Efficiency:** Number of products added, updated, or removed per month.
- **Order Management Efficiency:** Number of orders processed and approved per day.
- **Admin Activity Log:** Monitoring actions taken by admins to track system modifications.
- **Role-Based Access Effectiveness:** Measuring unauthorized access attempts and security breaches.

## 7. Final Deployment & Scaling Metrics

- **Hosting and Server Costs:** Monthly costs for Microsoft Azure/Hostinger hosting.
- **Scalability Performance:** Ability to handle traffic spikes without downtime.
- **Load Balancing Efficiency:** Distribution of traffic across servers.
- **User Growth Rate:** Percentage increase in registered users over time.
- **DataTables Performance:** Efficiency and speed of DataTables in handling admin panel data.