**Key Performance Indicators (KPIs)**

**1. Key Metrics:**

* **User Engagement:**
  + Number of active users.
  + Average session duration.
  + Number of movie recommendations viewed per user.
  + Number of user interactions (searches, filters, ratings).
* **Website Traffic:**
  + Number of unique visitors.
  + Page views.
  + Bounce rate.
* **Recommendation Accuracy:**
  + Click-through rate (CTR) on recommended movies.
  + User ratings and feedback on recommendations.
  + Percentage of users who find recommended movies relevant.
* **User Satisfaction:**
  + User feedback and reviews.
  + User retention rate.
  + Number of user accounts created.
* **Website Performance:**
  + Page load times.
  + API response times.
  + Uptime.

**2. Measurement Methods:**

* **User Engagement:**
  + Google Analytics.
  + Website analytics tools.
  + User feedback forms.
  + In-app event tracking.
* **Website Traffic:**
  + Google Analytics.
  + Server logs.
* **Recommendation Accuracy:**
  + Click-tracking.
  + User rating system.
  + Feedback forms.
* **User Satisfaction:**
  + User surveys.
  + Feedback forms.
  + App store reviews (if applicable).
  + Database queries.
* **Website Performance:**
  + Browser developer tools.
  + API monitoring tools.
  + Hosting provider analytics.

**3. Target Values:**

* **User Engagement:**
  + Increase active users by 20% within the first three months.
  + Average session duration of 5 minutes or more.
  + Average of 10 movie recommendations viewed per user per session.
* **Website Traffic:**
  + Achieve 1,000 unique visitors per week within the first month.
  + Reduce bounce rate to below 50%.
  + Increase page views by 30% monthly.
* **Recommendation Accuracy:**
  + Achieve a CTR of 10% on recommended movies.
  + Maintain an average user rating of 4 out of 5 stars for recommendations.
  + 80% of users find recommendations relevant.
* **User Satisfaction:**
  + Maintain an average user rating of 4.5 out of 5 stars.
  + Increase user retention rate by 15% monthly.
  + Increase user account creation by 25% monthly.
* **Website Performance:**
  + Page load times under 3 seconds.
  + API response times under 500 milliseconds.
  + Maintain 99.9% website uptime.