

## **KPI and Metrics Documentation**

### **1. Customer Analysis**

#### **1.1 Customer Base**

- Total number of customers
- Top 5 buying customers
- Top buying customers by city
- Top buying customers by state
- Top buying customers by store

#### **1.2 Customer Behavior**

- Average quantity ordered by customers
- Average quantity ordered by top customers
- Customer email and phone number provision rate
  - Calculation:  $(\text{Customers with email and phone} / \text{Total customers}) * 100$

#### **1.3 Customer Segmentation**

- Analysis of high-value customers vs. low-value customers
- Impact of mandatory contact information on customer quality

### **2. Order Analysis**

#### **2.1 Order Volume**

- Total number of orders
- Total number of orders per store
- Total number of orders per city
- Total number of orders per state
- Total number of orders per top customer (monthly or over time)

#### **2.2 Order Performance**

- Order completion rate
  - Calculation:  $(\text{Completed orders} / \text{Total orders}) * 100$
- Order cancellation rate
  - Calculation:  $(\text{Cancelled orders} / \text{Total orders}) * 100$
- Delay rate
  - Calculation:  $(\text{Delayed orders} / \text{Total orders}) * 100$
- Average time to process an order
- Order cycle time
  - Calculation:  $\text{Completion date} - \text{Order date}$
- Churn rate
  - Calculation:  $(\text{Canceled orders} / \text{Total orders}) * 100$
- On-time order completion rate
  - Calculation:  $(\text{On-time completed orders} / \text{Total orders}) * 100$

### **2.3 Order Status Distribution**

- Pie chart showing:
  - Canceled orders
  - Processing orders
  - Completed orders

## **3. Store Location Analysis**

### **3.1 Sales by Location**

- Total quantity sold by city (store city)
- Total quantity sold by state (store state)
- Total revenue by city (store city)
- Total revenue by state (store state)

### **3.2 Store Performance**

- Total quantity sold by store
- Total revenue by store

## **4. Staff Performance Analysis**

### **4.1 Staff Overview**

- Number of active staff
- Number of inactive staff
- Staff turnover rate
  - Calculation:  $(\text{Number of staff who left} / \text{Average number of staff}) * 100$

### **4.2 Staff Sales Performance**

- Total quantity sold by staff member
- Top 5 selling staff members

### **4.3 Manager Performance**

- Correlation between staff turnover and quantity sold by store

## **5. Product Analysis**

### **5.1 Product Performance**

- Total quantity sold by product
- Total revenue by product
- Effect of discount on quantity sold
- Top 5 selling products

### **5.2 Brand Performance**

- Total quantity sold by brand
- Total revenue by brand
- Top 5 selling brands

### **5.3 Category Performance**

- Total quantity sold by category
- Total revenue by category
- Top 5 selling categories

### **5.4 Discount Impact**

- Analysis of discount effect on specific products vs. others

## **6. Overall Business Performance**

### **6.1 Revenue**

- Total revenue

### **6.2 Sales Volume**

- Total quantity sold

### **6.3 Product Fulfillment Analysis**

- Delay rate by product
- Cancellation rate by product
- Completion rate by product
- Filter by brand and category