Leonardo, a delivery driver working for a small organic food supplier, GardenFresh Organics. Each day, GardenFresh assigns their three drivers a number of deliveries, which they need to pick up from the central food depot and deliver by van to local customers. The drivers choose which deliveries they want to carry out and get paid $20 for each delivery made, plus $0.50 for each mile driven.

GardenFresh needs to process a lot of data to assess how well their business is doing and make clear decisions (like how much to pay drivers). To simplify this, they will measure progress using a set of **key performance indicators (KPIs)**.

Total Pay

Deliveries: **5** x $20 per delivery = $100
Distance: **90** miles x $0.05 per mile = $45
Schedule bonus (max $15, -$1 per minute late): 15 - **7**
= $8
Rating bonus ($3 per star KPI): **4** x 3 = $12

Total: $165

GardenFresh feels that this system will allow the company to grow and track its performance. In addition, the customers are happy because they know when their food will be delivered and can expect fresher produce.