KPIS to deliver:

1. Sales and Customer Service KPIs:
   - Customer Lifetime Value(CLTV): Average Revenue per Customer * Average Customer Lifespan -- optional
   - Average Order Value(AOV): Total Revenue of 1 product /Noof Orders
   - Net Promoter Score(NPS): % of customers who are promoters(bought more products in different time) - detractors(who bought only one product)
   - Customer Satisfaction Index(CSI): (sum of noof Stars in review/total no.of reviews)

2. Operational Efficiency KPIs:
   - Inventory Turnover Ratio: cost of Goods Sold/Avg Inventory
   - Return rate: No.of Returned_items /no.of Items Sold -- Optional
   - Product Availability Rate: % products in stock and available for purchase.

3. Product Performance KPIs:
   - Most Popular Products: Top selling products based on units sold or revenue
   - Average rating per Product: Avg star rating given by customers.
   - No.of Product Reviews: Reviews received for each product
   - Abandonment Rate: % of users who adds product to their cart but do not complete purchase
   - Revenue by product Category: sum(Lenskart_price * Quantity) for each category.

- Wishlist Count: How many users have added the product to their wishlist.
- Average Rating: Assess the average satisfaction level across all products.
- Offer Availability: Determine how many products have active offers or discounts.
- Frame Size and Shape Metrics: Analyze the popularity of different frame sizes and shapes based on ratings maybe.
- Average Market Price: Calculate the average market price for products maybe based on category.