1. Total Orders

- **Description**: Count of total orders placed.
- **Formula (DAX)**: `Total Orders = COUNT(Orders[OrderID])`

2. Total Revenue

- **Description**: Sum of total order amounts.
- **Formula (DAX)**: `Total Revenue = SUM(Orders[TotalAmount])`

3. Average Order Value (AOV)

- **Description**: Average amount spent per order.
- **Formula (DAX)**: `AOV = DIVIDE([Total Revenue], [Total Orders])`

4. Total Customers

- **Description**: Count of unique customers who have placed at least one order.
- **Formula (DAX)**: `Total Customers = DISTINCTCOUNT(Orders[CustomerID])`

5. Repeat Customers %

- **Description**: Percentage of customers who have placed more than one order.
- **Formula (DAX)**:
- `Repeat Customers =`
- `VAR Repeat_Cust = CALCULATE(DISTINCTCOUNT(Orders[CustomerID]), FILTER(Orders, Orders[OrderID] > 1))`
  `RETURN DIVIDE(Repeat_Cust, [Total Customers], 0)`

6. Delivery Efficiency

- **Description**: Percentage of on-time deliveries.
- **Formula (DAX)**:
- `On-Time Deliveries % =`
  `DIVIDE( COUNTROWS( FILTER( Delivery, Delivery[DeliveryStatus] = "Delivered" )), COUNTROWS(Delivery), 0)`

7. Top Performing Restaurants

- **Description**: Restaurants with highest total revenue.
- **Formula (DAX)**:

```
Top Restaurants = SUMMARIZE(Orders, Restaurant[Name], "Revenue",
SUM(Orders[TotalAmount]))
```

8. Order Cancellation Rate

- **Description**: Percentage of orders that got canceled.
- **Formula (DAX)**:
- ```
  Order Cancellation % =
  DIVIDE( COUNTROWS( FILTER( Orders, Orders[Status] = "Cancelled" )),
  [Total Orders], 0)
  ```

9. Customer Satisfaction Score (CSS)

- **Description**: Average delivery feedback rating given by customers.
- **Formula (DAX)**: `CSS = AVERAGE(Delivery[DeliveryFeedbackRating])`

10. Active Delivery Agents

- **Description**: Count of active delivery agents.
- **Formula (DAX)**: `Active Agents = DISTINCTCOUNT(Delivery[DeliveryAgentID])`

11. Average Delivery Time

- **Description**: Average time taken for order delivery.
- **Formula (DAX)**:

```
Avg Delivery Time = AVERAGE(Delivery[DeliveryTimeInMinutes])
```

12. Revenue Per Customer

- **Description**: Average revenue generated per customer.
- **Formula (DAX)**:

```
Revenue Per Customer = DIVIDE([Total Revenue], [Total Customers], 0)
```

13. Peak Order Hours

- **Description**: Identifying peak order hours in a day.
- **Formula (DAX)**:

```
Peak Hours = SUMMARIZE(Orders, Orders[OrderHour], "Order Count",
COUNT(Orders[OrderID]))
```

14. Top Food Categories

- **Description**: Most ordered food categories.
- **Formula (DAX)**:

```
Top Categories = SUMMARIZE(Menu, Menu[Category], "Orders",
COUNT(Orders[OrderID]))
```
```

15. Customer Lifetime Value (CLV)

- **Description**: Estimating long-term value of a customer.
- **Formula (DAX)**:

```
CLV = [AOV] * [Repeat Customers] * [Avg Order Frequency]
```