KPI Matrix for Cryptocurrency Dashboard

Category	Metric (KPI)	Formula / Description	Purpose / Insight
Market Overview	Total Market Cap	Σ (Market Cap of all coins)	Overall market size
	24H Trading Volume	Σ (Volume USD 24HR)	Market liquidity
	BTC/ETH Dominance	(Coin Market Cap ÷ Total Market Cap) × 100	Market leadership
Coin Performance	Rank	Based on Market Cap	Quick comparison
	Market Cap (USD)	Price × Circulating Supply	Coin importance
	Price (USD)	Current coin value	Entry point for investors
	Volume 24H (USD)	Trading activity in last 24H	Liquidity check
	Volume / Market Cap Ratio	Volume ÷ Market Cap	Liquidity efficiency
	Circulating Supply %	(Supply ÷ Max Supply) × 100	Scarcity & inflation risk
Advanced Performance	Risk-Adjusted Return	Volatility Index / Some risk metric (Sharpe-like)	Measures return relative to risk
	Whale Concentration %	% of supply held by top wallets (if available)	Risk of manipulation
Trends & Volatility	Volatility Proxy/Index	ABS (Price Change %) or Std Dev (Price) ÷ Mean Price	Risk indicator
	Top Gainers (24H)	Highest positive price % change	Investment opportunities
	Top Losers (24H)	Highest negative price % change	Risk warning
	Volume Surge Coins	(Today's Volume ÷ Avg Volume)	Detects early momentum
	Market Momentum	% of coins with positive 24H price change	Overall sentiment
Investor Insights	Risk Classification	Low / Medium / High (based on volatility + liquidity)	Helps risk-averse investors
	Liquidity Score	Volume ÷ Market Cap (plus order book depth if available)	Ease of trading
	Investor Sentiment Index	Derived from price change × volume	Early signal of momentum shifts