Know the health of your e-commerce in **8 metrics**

Our experts have identified these **top metrics** to make it easy to keep a pulse on your e-commerce business.

Metric	Business Value	Take Action
Customer acquisition cost (CAC)	Determine efficiency of marketing spend.	Optimize targeting and retention strategies to reduce CAC.
Revenue per visitor (RPV)	Examine how effectively traffic converts to revenue.	Improve product recommendations, pricing, and on-site UX.
Average fulfillment time	Measure operational and logistics efficiency.	Streamline logistics, warehouse operations, or inventory.
Top products purchased	Identify bestsellers for marketing and upsell.	Create bundling opportunities or cart abandonment campaigns.
Applied discount value	Assess the financial impact of discounts and promos.	Focus on high-impact promotions that drive profitable sales.
Product detail engagement	Quantify purchase intent and product page quality.	Improve images, descriptions, and reviews to increase conversions.
Time to purchase	Evaluate duration from initial consideration to purchase.	Use personalized retargeting and nudges to accelerate conversions.
CSAT Score	Understand customer satisfaction and loyalty.	Address pain points in product or service to improve retention.

Build an **accurate view** of these metrics without the hassle of juggling multiple disconnected sources.

Without a real-time view of performance, businesses are left guessing — and it's putting their **bottom line** at risk.

The cost of acquisition has risen 60% over the past five years, putting pressure on businesses to use more data-driven insights to optimize GTM strategies.

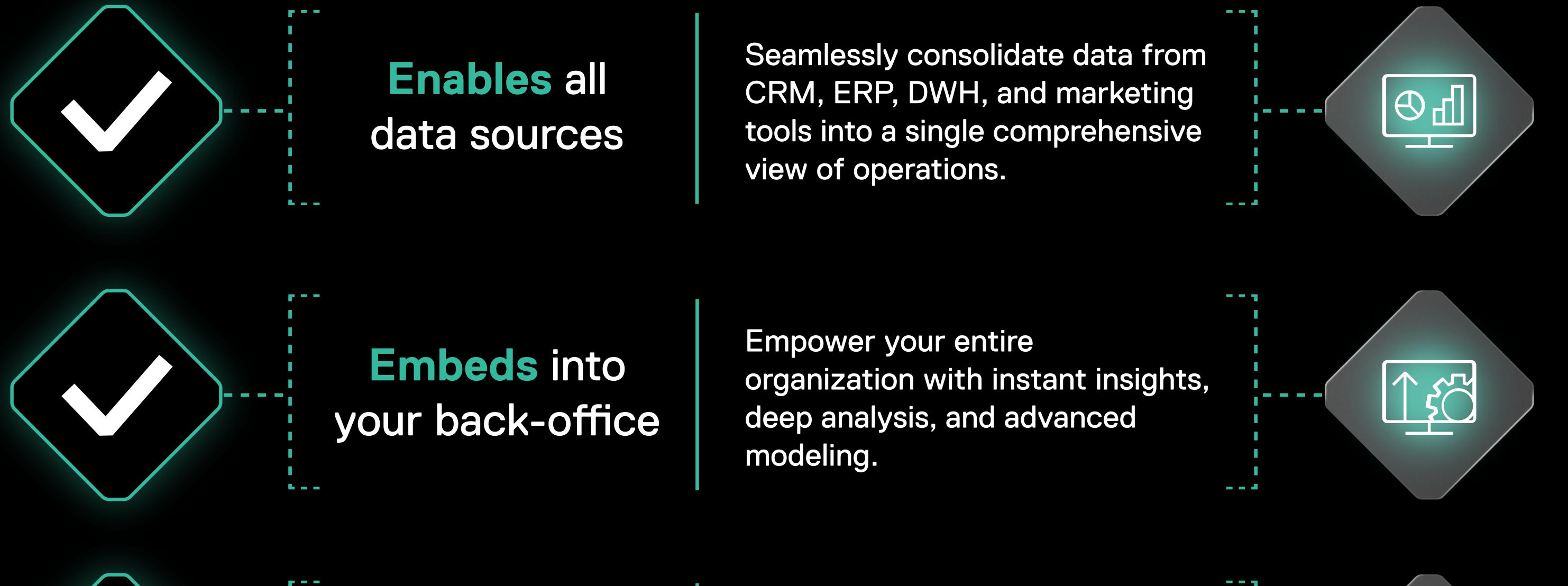**20% of e-commerce revenues** are eaten up by fulfillment costs, eroding profitability, but often go unseen.

67% of e-commerce businesses focus on driving revenue over profitability, often due to incomplete views of customer behaviors.

Business intelligence helps you make smarter, faster decisions that **move the needle** for your e-commerce business

Your Business Intelligence Checklist

Here are the **must-haves** to make the most out of your BI

Enables all data sources — Seamlessly consolidate data from CRM, ERP, DWH, and marketing tools into a single comprehensive view of operations.

Embeds into your back-office — Empower your entire organization with instant insights, deep analysis, and advanced modeling.

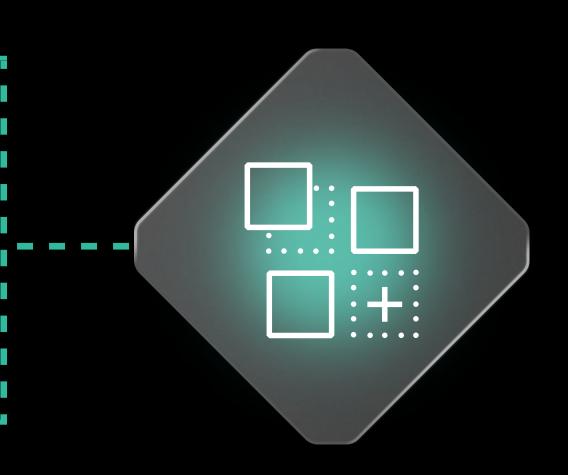**Offers** pre-built dashboards — Cover critical business areas with robust dashboards that spotlight product, sales, customer, and marketplace performance.

Allows for extensive customization — Tailor reports, dashboards, and workflows based on your specific business needs.

Business Intelligence, powered by Amazon Quicksight

Instantly infuse data insights into your business to improve customer interactions, enhance operational efficiency, and make faster, more informed decisions.

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