



Dashboard creation using visualization tools

Below are the most common dashboard data visualization KPIs.

- **Organic Traffic** – How much organic traffic you are getting on your site. & Organic traffic is visitors who come to your website from unpaid sources, it is essentially a free traffic.
- **Revenue per user** – How much revenue you are generating per user (Total revenue/ Number of users signed in for your service)
- **Number of organic keywords ranked:** How keywords in your site are ranked
- **Blog post views:** How many views, and clicks you are getting on your site in a particular timeframe
- **Session duration** (*average time on page*): How much time users are spending on your page
- **Scroll depth:** how many users are scrolling through your site
- **Click-through rate:** the proportion of visitors to a web page who follow a hypertext link to a particular site.
- **Number of new sign-ups generated**
- **Referral traffic:** How much traffic you are getting on your site through other webpages
- **Bounce rate:** How many users are leaving your site without signing in or making any purchase

- **Cross sale % :** Cross sale is a sale of particular product to a existing customer
- **ROI (Return on investment)** – How much money you spent/How much you earned

KPIs represent how you are doing in relation to strategic goals. And by goals, we mean specific business results, such as targeted quarterly revenue or targeted new customers per month. Metrics support KPIs by representing the tactical processes or actions necessary to achieve the KPIs. Metrics track and measure success against goals for specific actions such as monthly brochure downloads or store visits, revenue generated, number of visitors, etc.