

# Business Objectives

- Objectives
- Goals
- KPI's
- Targets

# Real world ecommerce example

In their last quarter data sample (2nd Feb 2015 - 27th April 2015) they grossed \$140.8k in sales.

Their conversion rate from visitor to sale was 1.24%.

From their traffic of 96,225 visits they had 1100 sales.

Their average basket or order value was \$128

- Their objective is to “Sell more swimsuits through their online shop”.
- Their goal is to “Increase the number of completed swimsuits checked out”.
- The KPI they are measuring is “Number of swimsuit sales per month”.
- Their target is to increase their conversion rate 15% over the next quarter.