# Top 10 KPIs Every ECommerce Project Manager Should Track Related Reads

## 🔗 Related Reads

**1. "The Lean Startup" by Eric Ries**

A must-read for PMs focused on rapid iteration, validated learning, and data-informed decision-making—perfect for e-commerce product and feature launches.

**2. "Measure What Matters" by John Doerr**

This book introduces the OKR (Objectives and Key Results) framework and helps PMs align KPIs with larger business goals.

**3. "Conversion Optimization: The Art and Science of Converting Prospects to Customers" by Khalid Saleh & Ayat Shukairy**

Dives into the psychology and metrics of boosting conversion rates—ideal for PMs responsible for CRO projects.

**4. "Don't Make Me Think" by Steve Krug**

A UX classic that’s essential reading when managing front-end improvements aimed at reducing bounce rates or cart abandonment.

**5. HubSpot Blog – E-commerce Metrics Category**

A regularly updated source for insights on tracking e-commerce performance and marketing KPIs.
🔗 [blog.hubspot.com/ecommerce](https://blog.hubspot.com/ecommerce)

## 🎓 Courses & Certifications

* **Google Analytics Certification**
📍 *Free* – Great for understanding traffic source KPIs and customer behavior
🔗 [Google Skillshop](https://skillshop.withgoogle.com/)
* **CompTIA Project+ (for beginners)**
📍 Covers project fundamentals relevant to e-commerce PMs
🔗 [comptia.org](https://www.comptia.org)
* **Coursera: Digital Product Management Specialization** (University of Virginia)
📍 Focus on product lifecycle, KPIs, and stakeholder management
🔗 [coursera.org](https://www.coursera.org/specializations/uva-digital-product-management)

## 🛠️ Recommended Tools & Platforms

To effectively track and manage e-commerce KPIs, project managers should leverage the following tools and platforms:

* [**Google Analytics 4 (GA4)**](https://analytics.google.com/) – A must-have for tracking website traffic, bounce rates, user behavior, and conversion funnels. It helps PMs understand how users move through the site and where drop-offs occur.
* [**Hotjar**](https://www.hotjar.com/) – Offers heatmaps, session recordings, and user feedback tools to visualize how customers interact with your site. Ideal for diagnosing UX issues affecting conversion rate and cart abandonment.
* [**Klaviyo**](https://www.klaviyo.com/) – A powerful email marketing and automation platform specifically designed for e-commerce. Great for tracking abandoned cart recovery, segmentation performance, and customer engagement tied to AOV and CLV.
* [**Shopify Analytics**](https://www.shopify.com/analytics) – For teams using Shopify, this built-in dashboard provides real-time sales, traffic, and product-level insights to support daily KPI tracking and decision-making.
* [**Metorik**](https://www.metorik.com/) – Tailored for WooCommerce users, Metorik delivers deep analytics on customer lifetime value, order trends, product performance, and real-time business health.
* [**Looker Studio (formerly Google Data Studio)**](https://lookerstudio.google.com/) – Enables you to build customized dashboards by connecting data from GA4, spreadsheets, CRM systems, and more. Perfect for visualizing key KPIs and sharing reports with stakeholders.