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Sample Key Performance Indicators

	Dollars	Percent	Compare	Trend	Budget
To measure financial performance:					
1 Income Before Taxes (Month and YTD)	X	X	PM & PY	X	X
2 Gross Profit Margin (Month and YTD)	X	X	PM & PY	X	X
3 EBITDA (Month and YTD)	X	X	PM & PY	X	X
4 Revenue Growth Rate (Month and YTD)	X	X	PM & PY	X	X
5 Gross Margin Growth Rate (Month and YTD)	X	X	PM & PY	X	X
6 Operating Expense Ratio (OER)		X	PM & PY	X	X
7 Return on Assets (ROA)		X	PM & PY	X	X
8 Return on Equity (ROE)		X	PM & PY	X	X
9 Debt-to-Equity (D/E) Ratio		X	PM & PY	X	X
10 Cash Conversion Cycle (CCC)			PM & PY	X	X
11 Working Capital Ratio		X	PM & PY	X	X
12 Projected 3 year Cash Flow			PM & PY	X	X
To understand your customers:					
13 Net Promoter Score (NPS)			PM & PY	X	X
14 Customer Retention Rate		X	PM & PY	X	X
15 Customer lifetime value			PM & PY	X	X
16 Customer Complaints			PM & PY	X	X
17 Net Margin from top 20 customers			PM & PY	X	X
18 Average Revenue per Customer	X		PM & PY	X	X
19 Avg Number of Services Per Customer			PM & PY	X	X
20 Avg Customer Profitability	X	X	PM & PY	X	X
To gauge your marketing and sales efforts:					
21 Number of new leads monthly			PM & PY	X	X
22 Quality new leads		X	PM & PY	X	X
23 Cost per Lead			PM & PY	X	X
24 Conversion Rate		X	PM & PY	X	X
25 Search Engine Rankings (by keyword)			PM & PY	X	X
26 Page Views and Bounce Rate			PM & PY	X	X
27 New website content creation			PM & PY	X	X
To measure your operational performance:					
28 Days Sales in Accounts Receivable			PM & PY	X	X
29 Employee Downtime			PM & PY	X	X
To understand your employees and their performance:					
30 Revenue Per Employee			PM & PY	X	X
31 Margin per employee			PM & PY	X	X
32 Profit Per Employee			PM & PY	X	X
33 Employee Satisfaction Index			PM & PY	X	X
34 Employee Engagement Level			PM & PY	X	X
35 Employee Churn Rate			PM & PY	X	X
36 Time to Hire			PM & PY	X	X