

## XI. KEY METRICS

JJD will use specific and relevant to measure and manage the performance of the company. Data from each of the metrics will help us evaluate performance and be used to further optimize our division of resources to help achieve company goals.

Metric	Purpose	Calculation	Analysis
Revenue	Measure total income generated	Total sales revenue	Track revenue growth to monitor unusual activity and variability from projected costs to adjust pricing
Cash Flow	Evaluate liquidity and solvency	Cash inflows - Cash outflows	Positive cash flow indicates financial health, maintaining a positive cash balance allows the company to have more financial freedom.
Gross Profit	Assess profitability	Revenue - Cost of Goods Sold (COGS)	High gross profit signifies optimized costs.
Return on Investment (ROI)	Evaluate the profitability of an investment	(Net Profit / Investment Cost) * 100	Higher ROI indicates a more profitable investment, this helps us identify underperforming locations, or potential new locations
Customer Lifetime Value (CLV)	Estimate the total value of a customer over time	(Average Purchase Value * Purchase Frequency * Customer Lifespan)	Helps JJD maximize the revenue generated from one customer by increasing prices or revenue streams
Customer Retention Rate	Measure the percentage of customers retained over a specific period	((Customers at the end - New customers acquired) / Customers at the start) * 100	High retention rates suggest customer satisfaction, increasing customer satisfaction helps us maintain positive customer experiences
Customer Acquisition Cost (CAC)	Evaluate the cost of acquiring a new customer	Total cost of acquiring customers / Number of new customers	Compare CAC to CLV for cost-effective customer acquisition, maximizes the profit made per customer
Net Promoter Score (NPS)	Measure customer loyalty and satisfaction	Promoters (%) - Detractors (%)	Higher NPS indicates higher customer satisfaction and loyalty for recurring revenue
Market Share	Assess the company's share of the total market	Work to further decrease the childcare deserts in Australia by healthy expansion and increase foothold in the market share	
Office Space Usage	Optimize utilization of office space	Efficient space usage for cost savings and productivity, increasing productivity by encouraging commute and collaboration	
Gender Disparity	Evaluate gender diversity and equality	Work to reduce the amount of parents taking career gaps (majority female) due to child care reasons for a diverse workforce	