Sigma Alimentos KPI Catalog

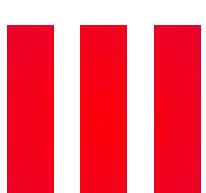| KPI ELEMENT	DESCRIPTION
KPI NAME	**Brand Awareness**
STRATEGIC OBJECTIVE	Increase recognition and recall of the brand within the target audience to strengthen market positioning and customer loyalty.
FORMULA	(Number of respondents who recognize or recall the brand / Total number of respondents surveyed) × 100
DATA SOURCE	Customer surveys, social media analytics, website traffic data, and brand tracking tool
REPPORTING FREQUENCY	Quarterly or for a specific campaign period
TARGET	Raise aided and unaided brand awareness from 45% to 60% within the next two quarters.
ASSIGNED RESPONSIBILITY	Marketing and Communications Department.

KPI ELEMENT	DESCRIPTION
KPI NAME	**Consideration Rate (Lower Funnel)**
STRATEGIC OBJECTIVE	Measure the percentage of consumers who include the brand within their consideration set when making a purchase decision, indicating the brand's effectiveness in driving preference and intent to buy.
FORMULA	Consideration Rate=Total consumers aware of the brand/Number of consumers who would consider purchasing the brand×100
DATA SOURCE	The question "Have you considered buying the brand?" directly measures the lower-funnel Consideration stage, an indicator of purchase intent.
REPPORTING FREQUENCY	Quarterly or for a specific campaign period
TARGET	Achieve and maintain a consideration rate above 35% among aware consumers within the next fiscal year.
ASSIGNED RESPONSIBILITY	Marketing or Media

KPI ELEMENT	DESCRIPTION
KPI NAME	Trial Rate
STRATEGIC OBJECTIVE	Measure the proportion of consumers who have tried the brand at least once, to understand market penetration and the effectiveness of awareness-to-trial conversion efforts.
FORMULA	Number of respondents who have tried the brand/Total Respondents *100
DATA SOURCE	Consumer survey data (question: "Have you ever tried this brand?")
REPPORTING FREQUENCY	Quarterly or depending in campaign periods
TARGET	Industry standard ranges from 20%–40% depending on category maturity. Target is defined based on brand goals.
ASSIGNED RESPONSIBILITY	Marketing/Brand/Category manager

KPI ELEMENT	DESCRIPTION
KPI NAME	**Full Funnel Conversion Rate**
STRATEGIC OBJECTIVE	Measure the effectiveness of the brand in converting consumers through each stage of the funnel — from awareness to recommendation — providing a holistic view of funnel performance and identifying drop-off points.
FORMULA	Calculates the weighted average conversion between all consecutive funnel stages: $$\text{Full Funnel Conversion Rate} = \left(\frac{7{,}000}{8{,}000} + \frac{7{,}000}{7{,}000} + \frac{6{,}000}{7{,}000} + \frac{3{,}000}{6{,}000} \right) \div 4 \times 100$$ Conversion values: • Awareness → Consideration = 87.5% • Consideration → Purchase = 100% • Purchase → Re-purchase = 85.7% • Re-purchase → Recommendation = 50% Final KPI value: $$\text{Full Funnel Conversion Rate} = \frac{0.875 + 1 + 0.857 + 0.5}{4} = 81.6\%$$
DATA SOURCE	Funnel survey data (FUNNEL_MARCAS) filtered by stage (ETAPA) and respondent counts per stage.
REPPORTING FREQUENCY	Quarterly or aligned to campaign cycles.
TARGET	Target depends on marketplace competitiveness; benchmarks typically range from 70%–85% for strong funnel performance. The brand should aim to sustain or improve year-over-year progression.
ASSIGNED RESPONSIBILITY	Marketing, Media, Data Insights, and Brand Strategy teams.

IV

KPI ELEMENT	DESCRIPTION
KPI NAME	**Brand Attribute Performance Score**
STRATEGIC OBJECTIVE	Measure how consumers evaluate the brand across key attributes (e.g., Innovation, Healthy, Family-oriented, Trust, Budget), enabling comparison between brands and identifying strengths and weaknesses.
FORMULA	Average of attribute ratings per brand: $$\text{Brand Attribute Performance Score} = \frac{\sum \text{rank\_atributo across all attributes}}{\text{Number of attributes}}$$ This is exactly what Power BI is calculating with: • Axis → atributo • Legend → marca • Value → AVERAGE(rank_atributo)
DATA SOURCE	Consumer survey attribute ratings, field rank_atributo, grouped by atributo and marca.
REPPORTING FREQUENCY	Quarterly, or aligned with brand tracking cycles.
TARGET	Set per category benchmark. Strong-performing brands typically aim for 4.0–5.0 on 5-point attributes.
ASSIGNED RESPONSIBILITY	Marketing, Brand Management, Consumer Insights.

KPI ELEMENT	DESCRIPTION
KPI NAME	Brand Love
STRATEGIC OBJECTIVE	Measure the percentage of consumers who express strong affinity toward the brand by recommending it, indicating high satisfaction, loyalty, and emotional connection.
FORMULA	Measures the share of respondents in the Recomendación stage who answered "Sí," confirming they would recommend the brand.
DATA SOURCE	Survey data filtered by funnel stage (ETAPA = "RECOMENDACION") and respondents who confirm recommendation (RESPUESTA = "SÍ").
REPPORTING FREQUENCY	Quarterly or aligned with campaign or tracker cycles.
TARGET	Typically ranges from 30–50% depending on category maturity. The target should reflect desired growth in advocacy and emotional brand affinity.
ASSIGNED RESPONSIBILITY	Marketing, Brand Management, Customer Insights.

VI

KPI ELEMENT	DESCRIPTION
KPI NAME	Purchase Rate
STRATEGIC OBJECTIVE	Measure the proportion of consumers who complete a purchase, indicating the effectiveness of marketing, media, and brand efforts in converting interest and intent into actual sales.
FORMULA	DAX logic used: Measures the percentage of respondents in the Compra stage who answered "Sí" to having purchased the brand.
DATA SOURCE	Survey data filtered by funnel stage (ETAPA = "COMPRA") and response to purchase confirmation (RESPUESTA = "SÍ").
REPPORTING FREQUENCY	Quarterly or aligned with specific measurement / campaign cycles
TARGET	Establish a Purchase Rate benchmark based on historical market performance. Typical goals range between 15–30%
ASSIGNED RESPONSIBILITY	Marketing, Media, and Category teams.

VII

KPI ELEMENT	DESCRIPTION
KPI NAME	Awareness Rate
STRATEGIC OBJECTIVE	Measure the percentage of consumers who are aware of the brand, indicating the effectiveness of marketing, media exposure, and communication strategies in building initial brand recognition.
FORMULA	Measures the share of respondents in the Conocimiento stage who answered "Sí," confirming they recognize or know the brand.
DATA SOURCE	Survey data filtered by funnel stage (ETAPA = "CONOCIMIENTO") and respondents who confirm brand awareness (RESPUESTA = "SÍ").
REPPORTING FREQUENCY	Quarterly or aligned with brand tracking cycles.
TARGET	Targets vary by category — common goals range from 50–70%, depending on current brand penetration and desired visibility.
ASSIGNED RESPONSIBILITY	Marketing and Communications teams.

VIII

KPI ELEMENT	DESCRIPTION
KPI NAME	Recompra Rate
STRATEGIC OBJECTIVE	Measure the proportion of consumers who purchased the brand again, indicating brand loyalty, satisfaction, and the effectiveness of retention strategies.
FORMULA	Measures the proportion of respondents in the Recompra stage who answered "Sí," confirming they have purchased the brand again. Recompra Rate=Number of "RECOMPRA" respondents who answered "Sí"Total respondents in "RECOMPRA"×100
DATA SOURCE	Survey data filtered by funnel stage (ETAPA = "RECOMPRA") and respondents who confirm repeated purchase (RESPUESTA = "SÍ").
REPPORTING FREQUENCY	Quarterly or aligned with strategic brand tracking cycles.
TARGET	Define based on category loyalty benchmarks. Typical repeat-purchase targets range from 20–40%, depending on brand maturity and competitive environment.
ASSIGNED RESPONSIBILITY	Marketing, CRM, Customer Insights, and Category Management.

IX

KPI ELEMENT	DESCRIPTION
KPI NAME	Coseness Radar
STRATEGIC OBJECTIVE	Measure how strongly consumers associate the brand with key emotional and functional attributes, allowing the brand to track positioning strength, competitive advantage, and perception gaps.
FORMULA	Brand Perception Score = (Familia + Marca protectora + Ocasion especial + Saludable + Compra segura + Experiencias) / 6
DATA SOURCE	Survey attribute ratings for emotional and functional perceptions (e.g., Familia, Saludable, Compra segura, etc.), using the measure AVERAGE(rank_atributo).
REPPORTING FREQUENCY	Quarterly, or aligned with brand perception / equity tracking studies.
TARGET	High-performing brands typically aim for 4.0–5.0 on 5-point scales. Target score should be set depending on category norms and desired positioning.
ASSIGNED RESPONSIBILITY	Marketing, Brand Strategy, Consumer Insights.

X

KPI ELEMENT	DESCRIPTION
KPI NAME	Temporal purchas pattern across brands
STRATEGIC OBJECTIVE	Measure the proportion of consumers who purchased the brand within a specific recent time window (e.g., "Hace 1 mes"), providing insight into short-term brand performance, loyalty, and market momentum.
FORMULA	Survey data containing: Marca VentanaCompra (temporal purchase window) Value (count of respondents) Optional: Hervorgehoben (highlighted or special category)
DATA SOURCE	Percentage of respondents who reported purchasing the brand within the selected temporal window: $$\text{Recent Purchase Rate} = \frac{\text{Number of purchases in time window}}{\text{Total purchases across all windows}} \times 100$$
REPPORTING FREQUENCY	Monthly or aligned with consumer tracking cycles.
TARGET	Target benchmark varies by category; high-performing brands aim for 20–30% recent purchase rate in fast-moving categories.
ASSIGNED RESPONSIBILITY	Marketing, Commercial, Category Management, Consumer Insights.

XI

KPI ELEMENT	DESCRIPTION
KPI NAME	Demographic breakdown
STRATEGIC OBJECTIVE	Identify the dominant demographic characteristics of consumers in key plazas to guide localized marketing, product strategy, and segmentation efforts.
FORMULA	Uses the statistical mode (most frequent value) for each demographic variable within each plaza: Plaza Consumer Profile = Mode(Edad) + Mode(Vivienda) + Mode(Ingresos) per Plaza. This extracts the most common (modal) profile for Age group, Household type, Income status
DATA SOURCE	Survey data containing variables such as: Plaza, Edad, Vivienda (household structure) Ingresos (income situation)
REPPORTING FREQUENCY	Quarterly or aligned with segmentation / consumer insights cycles.
TARGET	Not target-based; used as a descriptive KPI to compare key plazas.
ASSIGNED RESPONSIBILITY	Consumer Insights, Marketing Strategy, Regional Operations.

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