



CASH

PROFIT

ASSETS

GROWTH

KEY METRIC	STATEMENT			FORMULA	RESULTS
01) Cash & Cash Equivalents Line item: <u>Cash &amp; Cash Equivalents</u>	Income	Balance	Cash Flow	None	\$
02) Cash from Operations Line item: <u>Cash from Operations</u>	Income	Balance	Cash Flow	None	\$
03) Total Revenue Line item: <u>Total Revenue</u>	Income	Balance	Cash Flow	None	\$
04) Net Income Line item: <u>Net Income</u>	Income	Balance	Cash Flow	None	\$
05) Net Profit Margin Line item: <u>Net Income</u> Line item: <u>Total Revenue</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Net Income}}{\text{Total Revenue}} \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} \right) \times 100$ %
06) Equity Ratio Line item: <u>Total Shareholder Equity</u> Line item: <u>Total Assets</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Total Shareholder Equity}}{\text{Total Assets}} \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} \right) \times 100$ %
07) Return on Assets (ROA) Line item: <u>Net Income</u> Line item: <u>Total Assets</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Net Income}}{\text{Total Assets}} \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} \right) \times 100$ %
08) Revenue Growth Line item: <u>Total Revenue</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Period* Revenue}}{\text{Prior Period* Revenue}} - 1 \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} - 1 \right) \times 100$ %
09) Net Income Growth Line item: <u>Net Income</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Period* Net Income}}{\text{Prior Period* Net Income}} - 1 \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} - 1 \right) \times 100$ %
10) Earnings Per Share (EPS) Growth Line item: <u>EPS</u>	Income	Balance	Cash Flow	Equation $\left( \frac{\text{Period* EPS}}{\text{Prior Period* EPS}} - 1 \right) \times 100$	$\left( \frac{\text{Your Numbers}}{\text{Your Numbers}} - 1 \right) \times 100$ %

PEOPLE: Employee business decisions and customer preferences directly impact every aspect of financial performance.