

Definition of 6 KPIs for the Dunder Mifflin Company



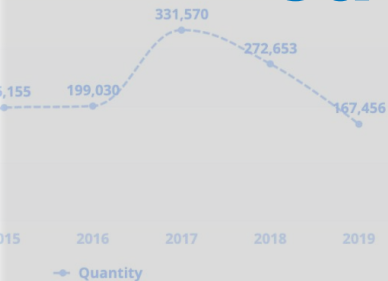
Top 5 Sales by Sales Representative



Sales - Yearly Performance



Sales - Yearly Performance



Top 5 Sales



Interest: To ensure our competitiveness in the market

Top 5 Sales by Sales Representative

Sales - Yearly Performance

KPI 2:
Annual sales split
of 50% - 20% - 50%
(Furnitures -
Offices Supplies -
Technology)

Interest: To be aware of the reality of our sales, in order to decide whether or not to invest in this or that category of products in our company, depending on the results.

Top 5 Sales by Sales Representative

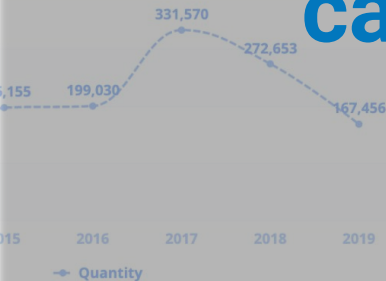
KPI 3:

Top 3 products with the most profit generated for each category

Sales - Yearly Performance



Sales - Yearly Performance



Interest: example: make it a flagship product in our communications

Top 5 Sales by Sales Representative

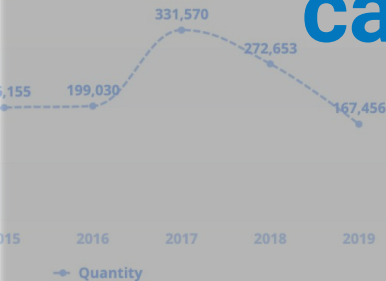
KPI 4:

Flop 3 products with the least profit generated for each category

Sales - Yearly Performance



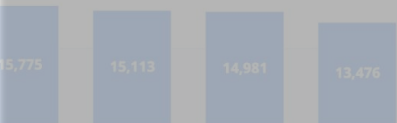
Sales - Yearly Performance



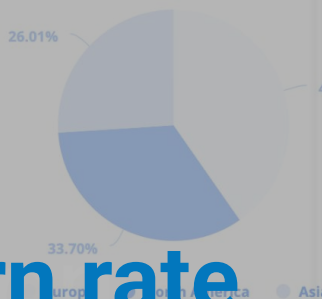
Interest: example: remove from production for the following years

Top 5 Sales by Sales Representative

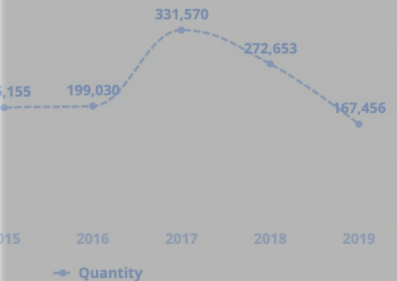
KPI 5:



Sales - Yearly Performance



Sales - Yearly Performance



Top 5 Sales



Interest: ensure the quality of our products

National return rate

< 4%

Top 5 Sales by Sales Representative

KPI 6:

Rate of return that
does not vary
within 5% from
region to region

Sales - Yearly Performance



Sales - Yearly Performance



Top 5 Sales



Interest: example: to ensure
the reliability of the partner
delivery companies
(defective machine on
arrival)

Summary : 6 KPIs for the Dunder Mifflin Company

1. Growth rate of more than 5% each year
2. Annual distribution of sales of 50% - 20% - 50% (Furnitures - Offices Supplies - Technology)
3. Top 3 products with the most profit generated for each category each year
4. Flop 3 products with the least profit generated for each category each year
5. National return rate $< 4\%$ every year
6. Rate of return that does not vary within 5% from region to region every year