**Activity KPI**

* Think of possible KPIs in the context of Ironhack:
  + KPIs for the organization?
  + KPIs for your class?
  + KPIs for you as an individual student?
* Think and draw how you would visualize the KPIs you identified in the activity.

**KPIs for the organization?**

#students/batch, students pass/fail rate, avg(rating or review star count), %positive sentiment per track, EBIT, EBITDA

marketing channel: owned :ctr%, views, cpm, paid: conversion rate, earened: organic growth%

sales: total revenue, net margin, gross margin

finance: D/E ratio, CAPEX, OPEX

**KPIs for your class?**

%graduated

**KPIs for you as an individual student?**

PIs:

Hired YES/NO, Graduated YES/NO, average time job after bootcamp

**Think and draw how you would visualize the KPIs you identified in the activity.**