

## PERFORMANCE METRICS

Performance metrics are described as numbers and information that depict how well a business operates, what it is capable of, and how well it performs overall. The many various performance measures that may be employed include sales, profit, ROI, customer satisfaction, customer reviews, personal reviews, general quality, and reputation in the market. When compared between several industries, performance measures might differ dramatically. Performance indicators are essential to a business's success. Since these metrics aid in directing and evaluating an organization's success, businesses must choose their key performance indicators and concentrate on these areas. Important success elements can only be useful if they are recognised and monitored. In order for business measures to provide accurate findings and for the relevant questions to be posed, attentive management is also required.

