



DUNDER MIFFLIN PAPER COMPANY

FOLLOW-UP ACTIVITY

DUNDER MIFFLIN PAPER COMPANY

3 SALES KPIs TO FOCUS ON

KPI n°1 : SALES VOLUME

Sales volume of a given period (vs sales volume of same given period Y-1)

KPI n°2 : AVERAGE BASKET VOLUME

Total quantity / Total transactions

KPI n°3 : AVERAGE BASKET \$

Total profit / Total transactions

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3 OTHER KPIs

KPI n°4 : SHIPMENT TIMING EFFICIENCY

(Product Ship Date – Product Order Date +1)

KPI n°5 : SHARE OF RETURNS

Total returns / Total sales

KPI n°6 : SHARE OF DISCOUNT

Total number of discount / total number of transactions