1. We can see if our profit and expenses are increasing or decreasing over time
2. We can measure the performance of each region. We can see if the profit is increasing or decreasing over time and also the market penetration rate.
3. We can measure if the company can achieve the forecasted revenue over time.
4. We can identify the cash flow trends over time using Net Cash Flow
5. Churn Rate = (Tota Clients – Clients Retained) / Total Clients
6. Net Promoter Score (NPS) is KPI that is used to measure how loyal and satisfied the customer is to the company.
7. Customer Lifetime Value is KPI that help you know how much revenue a customer can bring to the company over the course of their entire relationship.
8. We can identify customers with high value of churn risk indicator so that the company could retain them, specifically, customers that have a high customer Lifetime Value.
9. We can identify how much each employee contribute to the revenue of the company and do they deserve to invest in them.