Power Puff Pets KPI’s

https://public.tableau.com/profile/sara5751#!/vizhome/appointment/Dashboard1?publish=yes

Define your business key performance indicators KPI:

* State how your company plans to measure/detect them. ✅
* State your benchmarks ✅ and why you are using them. ✅
* Develop a dashboard to present your KPI and benchmarks. ✅
  + There is no need to look for data and generate data in this assignment.
  + You can use any graphical tools/websites like sigma to show the prototype design for your dashboard.
* Develop at least one strategy when the business below, meets, exceeds the benchmarks ✅

Why this is important:

1. Better management of the business.
2. Easily Identify risks and market opportunities “trends in general.”
3. Understand and innovate your data collection and warehousing strategies.

# Business Objectives and Goals:

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| --- | --- | --- | --- | --- |
| **Goal** | **Business Objective** | **Measure** | **End Target** | **How we will get there?** |
|  |  | * Why are we choosing this measure? What will this data give me? * Benchmark? |  | * Frequency of measurement? |
| 1) Raise awareness of proper care and diet of pets. | To build a loyal customer base by gaining their trust in providing the best information to care for their pets, therefore increasing sales and traffic. | **Benchmark:** The average years lived compared to the average lifespan of each species of animals.  **Why:** because If we manage to increase the average years lived to be closest to the lifespan we have succeeded. But the goal isn’t to just increase the number of years but to also make sure those years are enriched and full of health love and care. | To ensure pets live their full lifespan in a healthy happy and enriched state to the end. | 1) Consulting services that include information on:   * Proper diet and foods to avoid * Behavioral issues and how to overcome them * Basic care and needs of each pet   2) How it will be measured?   * Yearly wellness check-ups on the animals condition * Comparing every annual check-up to the previous years * Providing feedback and proper care to ensure optimum health |
| 2) Provide the highest quality of services and pet products this includes: | By providing the best service and care and products.   * 1. Services:  1. Consulting 2. Grooming 3. Subscription 4. Vet care 5. Training 6. Hotel and Day care    1. Products: 7. Food 8. Toys 9. Accessories 10. Supplies 11. Vitamins and Supplements 12. Grooming Products | **Benchmark:** Measured by customer satisfaction.  **NOTE:** Internal benchmarking  **Why:** because when we managed to rise the customers satisfaction whether we provide them a services or products we conclude that we succeeded in offer them highest quality | 1) increase number of customers  2) Diversify the products and services provided  3) provide a reliable constant supply of products for pet owner’s | * Take consideration of customer's feedback * Keep improving our services and use the highest quality products * Keep looking at new trends * keep our business in tune with customers' needs |
| 3) To Expand our business. (What we have and what we want to have) | Providing a larger variety of services and products will help bring in more customers and increase overall sales and success of the business. | **Benchmark:**  Repeated purchases before and after.  Try forecasting numbers after Applying new strategies  **Why:**  Because if customers return, then that means that we are building a strong customer base. If not, then we need to figure out how to attract customers and encourage them to come back...  \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*  Number of sales before and after adding new services?  Number of customer visits and return visits before and after. | Attract new customers and maintain current customers | * Premotion: after every 10 purchases/services, the customer gets an item/service for free (depending on what the customer usually get from the store) |
| 4) Be the number 1 choice for every pet owner’s needs. | Customers will always come back to us and rely on us this ties in with building a loyal customer base which will eventually help the business grow | **Benchmark:** Comparing the number of customers between us and another competitor  **Note:** Competitive benchmarking.  **Why:**  Because the more clients we have, the more they recommend us to other customers, and thus we become the number 1 choice for every pet owner’s needs. | 1) Eliminate our competition and dominate the market.  2) Help the business grow. | 1) By gaining a good reputation.  2) Voluntary campaigns to take care of homeless pets. |