**Business performance indicators**

* To calculate a total delivery cost, add together the manufacturing cost, non-manufacturing product expenses, and total cost of logistics
* Total time taken to complete tasks/number of attempts.

**Performance indicators for after sales services**

* This is calculated by summing all the time between receiving a customer message and a reply being sent and dividing it by the number of customer messages
* To calculate your customer retention rate (CRR) you can use the following simple formula involving the customers you have at the start (S), at the end (E) and customer acquired during the period you're measuring (N). It looks like this: CRR = ((E-N)/S) x 100

**Performance indicators for project management**

* Schedule Variance (SV)
* Schedule Variance indicates how much ahead or behind schedule the project is. Schedule Variance can be calculated using the following formula: Schedule Variance (SV) = Earned Value (EV) – Planned Value (PV) Schedule Variance (SV) = BCWP – BCWS.

**Administrative and financial performance indicators**

* Gross profit margin

(Revenue – cost of sales) / revenue

* Showing understanding and importance of reviewing the entire schedule.
* Gathering and communicating necessary information for attendees

and agendas.

**Performance indicators of human resources**

* Average headcount of employees each human resources (HR) employee working is caring for
* Average interviewing costs

**Performance indicators of ECommerce**

**1. Average Order Value (AOV)**

Also known as the Average Market Basket, the AOV lets you know how much your customers typically spend on one single order. The AOV will give you a better idea about how much revenue each customer is generating.

**AOV = Total Revenue / Number of orders.**

**2. Gross Profit**

It is an important ecommerce KPI and helps entrepreneurs to plan ahead. It shows you the amount of profit after subtracting the costs of production and distribution.

**Gross Profit = Total Cost of Goods Sold – Total amount of sales.**

Performance indicators for subscription

* MRR = no. of customers x monthly rate.
* ARR = (monthly rate x 12) / no. of customers.
* ARPU = MRR / no. of customers

Performance indicator for the operation

In order to measure operational excellence effectively, **your organization must be fully committed to relevant and achievable goals against which your success can be measured**. Your real-world results must be correlated with your goal setting, or you won't have an accurate picture of your actual achievements

**Performance indicators of subscription**

**(No. of Completed Transactions ÷ No. of Shopping Carts Created) x 100 = Cart Abandonment Rate Percentage**

Conversion rate refers to the percentage of your visitors who take an action on your website. This action can be anything, such as signing up for an email newsletter or making a purchase

[Monthly returning revenue (MRR)](https://www.profitwell.com/recur/all/monthly-recurring-revenue) and [annual returning revenue (ARR)](https://www.profitwell.com/recur/all/annual-recurring-revenue)

Total MRR churn = MRR cancellations + delinquent churn

* CAC = (total cost of sales and marketing) / (# of customers acquired)

**Performance indicator of operation**

**Operational KPIs** are focused on a much tighter timeframe. These KPIs measure how a company is doing month-over-month (or even day-over-day) by analyzing different processes, segments, or geographical locations. These operational KPIs are often used by managing staff and are often used to analyze questions that are derived from analyzing strategic KPIs. For example, if an executive notices company-wide revenue has decreased, they may inquire as to which product lines are struggling