

Distinguishing Revenue, Profitability and Risk Metrics

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Business Metrics

- Revenue
 - Sales and marketing
- Profitability
 - Logistics and operations
- Risk
 - Risk managers and creditors

Revenue Metrics

- Outward facing
- Sales funnel
- Selling

Profitability

- Efficiency
- Operationally oriented
- Profitability is all about *efficiency*

Risk Metrics

- Track and mitigate dangers
- Churn rate
- Financial risk
- Leverage
- Risk is closely tied to *debt*