



KPI's to analyze the performance of the Dunder Mifflin Paper Company

IMPORTANT KPIS TO TRACK

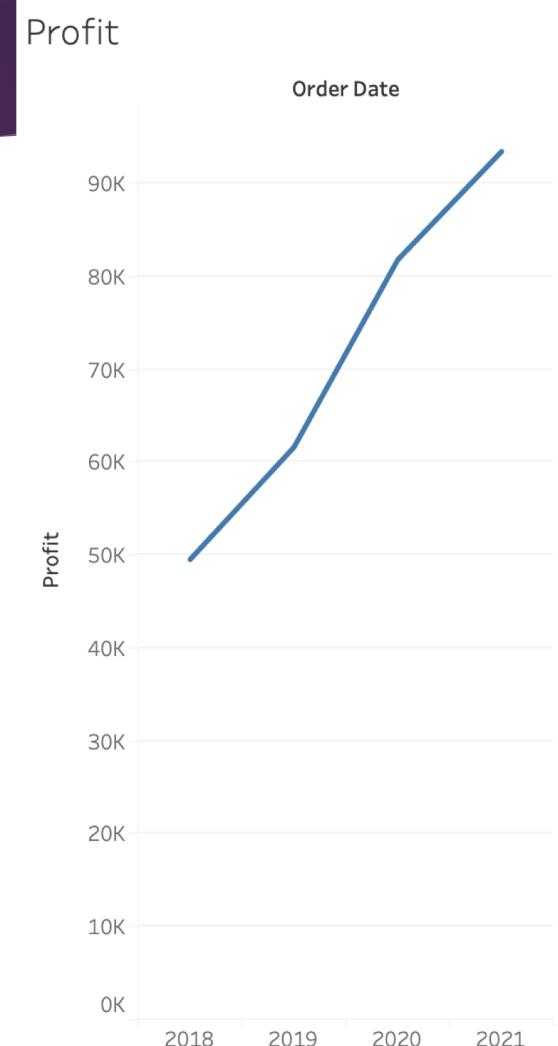
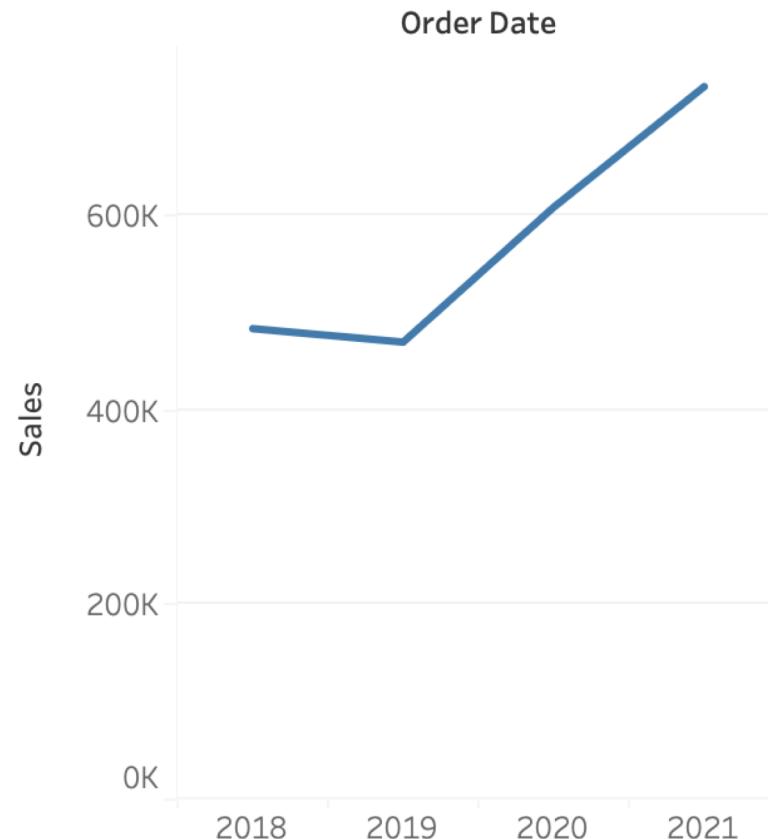
Steady growth of sales and profit

- ▶ **Evolution of profit (by region and subcategory):**

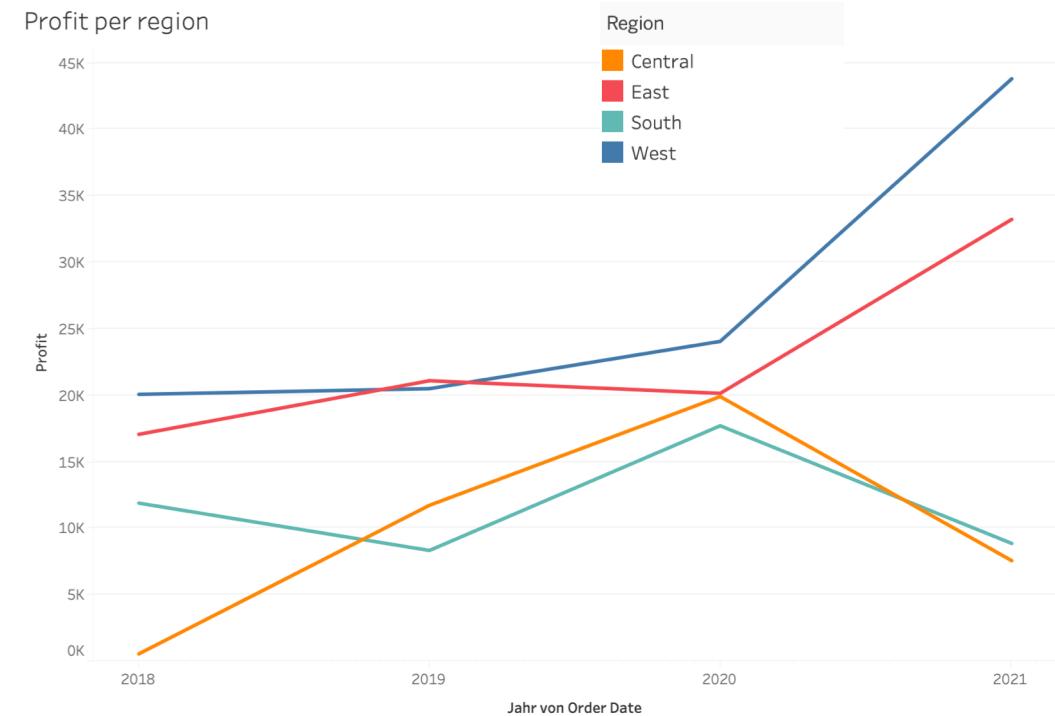
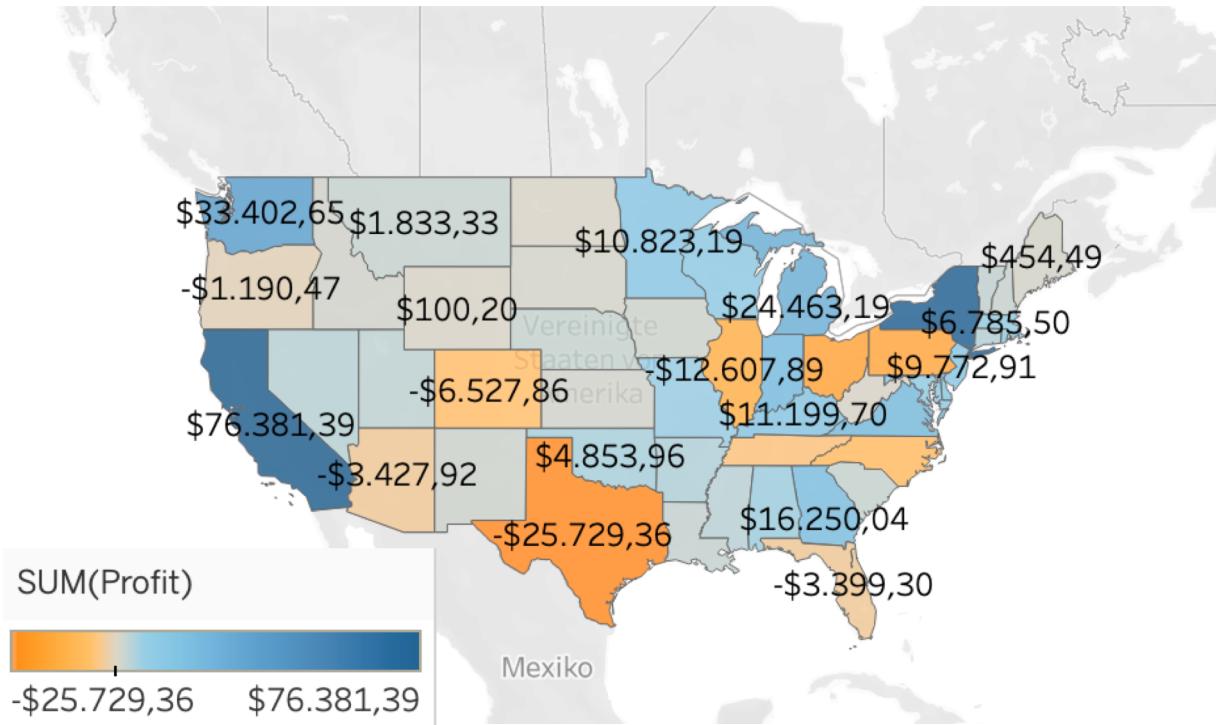
The profit is one of the most important KPI's.

- ▶ **Year on year growth/evolution of sales (by region and subcategory):**

Is our business growing steadily?



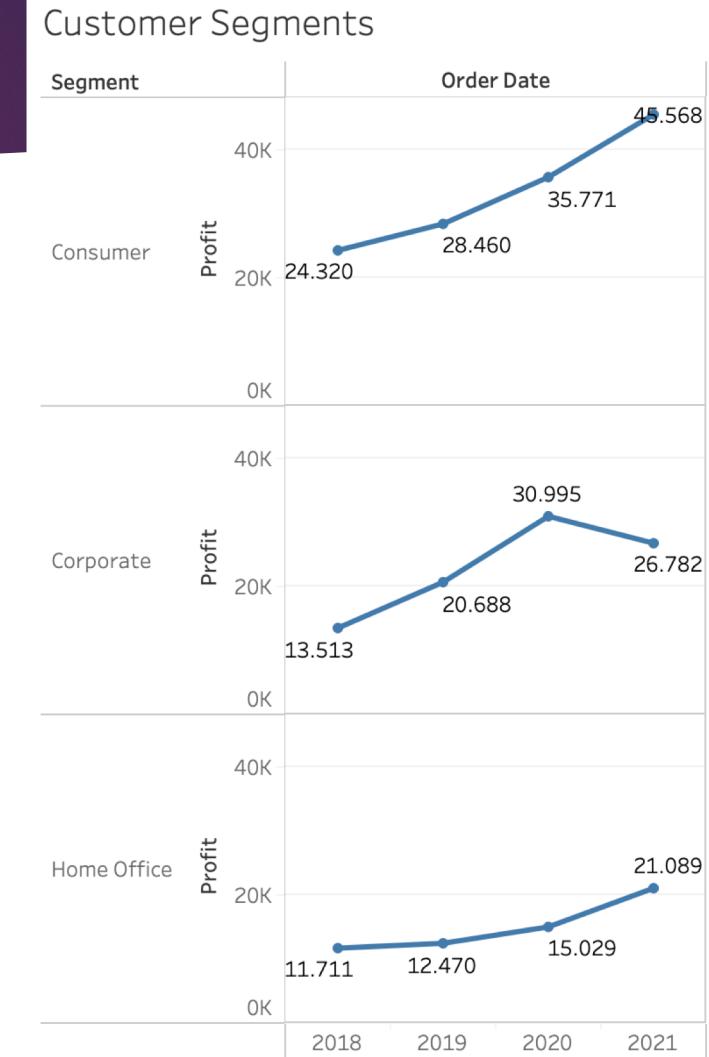
Profit map & profit per region over time



Evolution of customer segments

Knowing the best performing client segments is important for strategic decisions

- Consumer segment is growing strongly
- Home Office segment is growing slowly
- Corporate segment is decreasing



Other KPI's

- ▶ **Evolution of number of clients/client churn rate:**

A healthy client base, which is growing is important for our business.

- Average Purchase value:**

Is our average purchase value sustainable?

Other KPI's

- ▶ **Margin of products:**

A good margin is important for generating positive profit and not only sales.

- ▶ **Evolution of return rate:**

How big is the % of orders that are returned? Returns generate costs and block capital. Returns also lower the customer experience.

- ▶ **Net promoter score (NPS) – to measure client satisfaction:**

Calculate the NPS using the answer to a key question, using a 0-10 scale:

How likely is it that you would recommend the Dunder Mifflin Company to a friend or colleague?

- ▶ **Customer Lifetime value:** How much do we expect to earn per customer?