
Terminologies

Terminologies	Description	Used In
Sales cycle length	Amount of time it takes for a customer to move from the beginning stage to the end stage of a purchase process or a deal. This metric can help sales teams remove obstacles that get in the way of efficient processes.	Sales
Average selling price	Average amount made from each sale / transaksi	Sales
Average/Net profit margin	Net income (revenue - expense) dibagi net sales. A stable or increasing average profit margin over time is a good indicator of a successful business.	Sales
Average purchase value	Average value of each transaction processed. This metric helps with developing revenue projections and forecasting.	Sales
Monthly profit or loss	Measure of revenue less fixed and variable operation costs paid regularly each month. These costs can include rent, insurance, mortgage payments, taxes, salaries and utilities.	Finance
Overhead costs	Refer to fixed costs – such as salaries and rents – that do not depend on the level of goods or services the business produces. Overhead costs generally are not affected by how much a business earns or grows, so they must be tracked separately.	Finance
Gross margin	Total sales revenue dikurangin sama cost barang terjual dibagi sama total sales revenue. The higher the gross margin, the more money an organization keeps on each dollar of sales to service its other costs and potentially yield higher profits.	Finance
Conversion rate	Measures the percentage of potential customers, such as website visitors, that make a purchase or take some other action that benefits a business. In the case of website visitors, this might mean engaging with a certain feature on the website. For potential customers, examples of desired actions include purchasing products or making service commitments. Jumlah customer yang beli / ngapain gitu dibagi sama total customer.	Marketing
SEO metrics assess	How well online content performs on search engines. Such metrics look at indicators such as keyword ranking, click-through rate, bounce rate and domain authority.	Marketing
Website traffic	Measures the number of visitors to a site or sessions it gets in a certain time period. Businesses often break out that data by the sources that drive visitors to their website and compare the sources to see which are directing the most traffic.	Marketing
Cost per Leads	Measures how cost-effective your marketing campaigns are when it comes to generating new leads for your sales team. A lead is an individual that has expressed interest in your product or service by completing a goal. This metric is closely related to other key business metrics such as the cost to acquire new customers.	Marketing
Click-Through Rate	Metric that measures the number of clicks advertisers receive on their ads per number of impressions. Rate at which your PPC ads are clicked.	Marketing
Customer loyalty sama retention	Metric that measures how companies attract customers, get them to buy something and keep buying. The goal is to develop long-term, profitable relationships to boost sales.	SaaS
Customer acquisition cost	Includes all activities pertaining to marketing and sales processes and campaigns.	SaaS / Marketing
Churn rate	Focuses on lost customers and the costs to acquire them. Churn rate is seen as a solid indicator of a rising cost of customer acquisition and a lowering of the average customer lifetime value.	SaaS

Terminologies	Description	Used In
Variable cost percentage	Measure of one of the components of total cost – the other is fixed costs. Variable costs include the items that will increase with each sale, such as the cost of raw materials, labor, shipping and anything pertaining to the production or delivery of sold goods and services.	Product performance
Daily active user	Measure of the frequency with which users engage with a product. The ratio represents the portion of users that engage with a product or service every single day.	Product performance
Net Promoter Score	Reflects on the quality of your product and the level of customer satisfaction. It shows how many people are likely to recommend your product/service to a friend.	Marketing
Qualified leads	Shows whether you’re targeting the right market with the highest potential of attracting new customers.	Marketing/Sales
Lead Response Time	Average time your sales rep, marketing rep or customer support rep responds to the lead.	Marketing/Sales
Growth rate	It tells you how well or how poorly your sales team is performing compared to the competition. It is a good way to get an insight into the sales figure in the previous years. This will tell you how your sales are increasing in terms of a yearly basis.	Sales
Cost Performance Index	Efficiency metric for the project that how the actual cost has performed for the project in the given time.	Project Management
Customer Lifetime Value	Estimated total revenue a business can expect to receive from a single customer. Businesses calculate the CLV using different methods but usually, they analyze their past customer data to get a more accurate CLV metric.	Sales/Marketing
Website bounce rate	Track how effective your marketing strategy is. Bounce rate tracks how well a website landing page generates visitor interest by calculating the percentage of visitors who enter the site and leave before viewing other pages within the same site.	Marketing
Customer satisfaction	“On a scale of 1 to 10, how satisfied were you with X experience?”	Others

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