

# 25 need to know key performance indicators

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### 25 Essential Key Performance Indicators (KPIs) to Track for Success

Key Performance Indicators (KPIs) are critical metrics that businesses use to measure their progress and identify areas for improvement. With the right KPIs, organizations can gain valuable insights into their operations and make data-driven decisions. Here are 25 essential KPIs that you need to know:

#### 1. Financial KPIs

- Revenue: Total sales generated over a period of time
- Gross profit: Revenue minus the cost of goods sold
- Net income: Gross profit minus operating expenses
- Cash flow: Inflow and outflow of cash over a period of time
- Customer lifetime value: Total revenue generated by a customer over their lifetime

#### 2. Customer KPIs

- Customer satisfaction: Level of satisfaction with a product or service
- Customer churn rate: Percentage of customers that stop using a product or service
- Net promoter score: Measure of customer loyalty
- Customer acquisition cost: Cost to acquire a new customer

- Customer lifetime value: Total revenue generated by a customer over their lifetime

### **3. Sales KPIs**

- Sales growth: Percentage increase in sales over a period of time
- Conversion rate: Percentage of leads that convert into customers
- Average deal size: Average value of a closed deal
- Sales cycle length: Time it takes to close a deal
- Lead-to-customer ratio: Number of leads required to generate a new customer

### **4. Marketing KPIs**

- Website traffic: Number of visitors to a website
- Social media engagement: Number of likes, shares, and comments on social media posts
- Email open rate: Percentage of emails that are opened
- Content downloads: Number of visitors that download a piece of content
- Return on investment: Measure of the effectiveness of a marketing campaign

### **5. Operational KPIs**

- Employee turnover rate: Percentage of employees that leave a company over a period of time
- Absenteeism rate: Percentage of employees that are absent from work
- Inventory turnover rate: Rate at which inventory is sold and replaced
- Production output: Number of units produced
- Quality defects: Number of products or services that do not meet quality standards

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