

Key Performance Indicators Worksheet

Remember the business description and SMART Goals worksheets you completed? Now it's time to start applying Key Performance Indicators!

Remember your KPIs need to directly relate to your SMART Goal created previously and your business description. Review those worksheets and make any updates you'd like as you prepare to submit your project.

For this worksheet, you'll draft three Key Performance Indicators. Each KPI should:

- Directly relate to the business and the SMART goal you drafted
- Be quantitative
- Be directional (be able to go up or down)
- Include the metric you will use to track the KPI

Open the KPIs worksheet: Complete the KPI's worksheet based on the SMART Goal and Business Description you've already completed.

There are two options to access the KPIs worksheet..

1. Download a PowerPoint version of the worksheet by [clicking here](#).
2. Make a copy of the template by [clicking here](#), then clicking the Make a copy button. You will need to be signed in to a Google account in order to make a copy of the worksheet.

Below is an example of KPIs selected for a specific SMART Goal:

Business Description

Name: Calla & Ivy

Description of the business: We are a B2C flower business located in Amsterdam, NL. We provide flower subscriptions and flower bouquets that can be ordered online and shipped throughout Europe. We are launching a new product: a monthly subscription box combining flowers and plants with DIY craft projects such as seasonal wreaths.

SMART Goal

Achieve 50 subscriptions in the first month with my new product online: a monthly subscription box combining flowers and plants with DIY craft projects such as seasonal wreaths. Based on the trend in the number of subscribers we currently have, we believe we can achieve 50 subscriptions.

Key Performance Indicators

1. Subscriptions/sales - our goal is to have 50 subscribers to our new subscription product; therefore, we need to track our sales to ensure we are on track for the end of the month.
2. Website traffic to new product page - we know the likelihood of customers subscribing will increase the more we send to the new product page.
3. Conversion rate - we need to understand how many of the number of people coming to the site are actually subscribing so we can optimize the landing page or the traffic coming to the site.