



Key Performance Indicators

Worksheet



Key Performance Indicators

Draft three KPIs for your selected business based on your SMART goal for your selected business

→ 1

Sales - our goal is to sell 1000 new classroom feature of the video conferencing software by 14 February 2021.

→ 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 going to the the video conferencing software page, so we can optimize the landing page or the traffic coming to the site.

