# KPI

| SR.NO | KPI's | Description |
|---|---|---|
| 1 | Over /Underachievement vs Target | Compares the actual revenue against the preterminal goal |
| 2 | Revenue per customer | Provides an idea of the revenue generated per customer |
| 3 | Growth vs Prior year | Compares two periods to determine the increase /decrease |
| 4 | Market share | Measures a company share over that of the total industry |
| 5 | Gross Profit Margin | Measure operational profitability by contrasting revenues and the cost of production |
| 6 | Net Profit Margin | Measure total profitability by taking into account all relevant expenses, Including taxes and interest payment |
| 7 | Operational Cash flow | Measure the cash generated from operational activities. |
| 8 | Days Sales Outstanding within given period | Number of days it takes in order to convert sales into collected cash |
| 9 | Days Inventory outstanding within a given period. | Measure the number of days that inventory is in a warehouse |
| 10 | Employee Retention Rate | Measure the employee who leave over the total number employees |
| 11 | Diversity Rate | Measure diversity rate of the workforce |
| 12 | Earnings before interest and Tax | Measures profitability by contrasting revenue , the cost of production , and selling , general , and Administrative expenses. |