

Try to fill in two or three KPIs for each area in the following:

- Business performance indicators<sup>1</sup>:
  - Profit: as the most well-known KPI there is, profit is one of the main indicators that tell if an enterprise is doing well in the market.
  - Cost Effectiveness: consecutive to profit.
  - Customer Longevity: the period of time a customer continues dealing with the company, where the longer it is, the better.
- Performance indicators for after-sales service<sup>2</sup>:
  - Customer Satisfaction Score: most straightforward way to measure customer satisfaction.
  - First Response Time: the time taken by a company to provide an initial response.
- Performance indicators for project management<sup>3</sup>:
  - Cycle Time: time needed to complete a certain task.
  - Planned Hours Vs. Actual Time: how much time estimated for a project to be completed in comparison to the actual time taken.
  - Budget Variance: how much the budget varied from the initial one.
- Administrative and financial performance indicators<sup>4</sup>:
  - Gross Profit Margin: a percentage that eases the analysis of profitability trends over time.
  - Return on Sales (ROS): return on sales shows how much operating profit the company generates from each dollar of sales revenue.
- Performance indicators for human resources<sup>5</sup>:
  - Absenteeism Rate: this will evaluate employee engagement.
  - Training Costs: this helps in analyzing the investment put in employees.

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<sup>1</sup> <https://www.clearpointstrategy.com/blog/18-key-performance-indicators>

<sup>2</sup> <https://www.netomi.com/customer-service-kpi>

<sup>3</sup> <https://www.clearpointstrategy.com/blog/important-project-management-kpis>

<sup>4</sup> <https://www.netsuite.com/portal/resource/articles/accounting/financial-kpis-metrics.shtml>

<sup>5</sup> <https://www.datapine.com/kpi-examples-and-templates/human-resources>

- Performance indicators for e-commerce<sup>6</sup>:
  - Return on Ad Spend (ROAS): the amount of revenue earned for every dollar spent in marketing campaigns.
  - Customer Acquisition Cost (CAC): cost of winning a customer.
  - Order Fulfillment Time.
- Performance indicators for subscriptions<sup>7</sup>:
  - Monthly Recurring Revenue (MRR).
  - Churn Rate: it is the ratio of subscription cancellations to total number of customers.
- Performance indicators for the operation<sup>8</sup>:
  - Inventory Turnover: rate that inventory is sold, used, or replaced.
  - Quality Assurance rate: determining whether a product or service meet quality standards.

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<sup>6</sup> [https://www.bluehost.com/blog/e-commerce-kpis/?utm\\_campaign=affiliate-link\\_searchgenericpromo\\_PPC&utm\\_source=google&utm\\_medium=brandsearch&utm\\_affiliate=searchgenericpromo&irpid=100&clickid=P99C100S570N0B5578A2D4499E0000V161&pb=signup\\_searchgenericpromo&siteid=100&channelid=P99C100S570N0B5578A2D4499E0000V161&gclid=CjwKCAjw5MOIBhBTEiwAAJ8e1grN\\_nq3R9itgFg00dq\\_Kj2W9cbABGSimg7rKRfLY9bR9SCcETVoxoCuNgQAvD\\_BwE&gclsrc=aw.ds](https://www.bluehost.com/blog/e-commerce-kpis/?utm_campaign=affiliate-link_searchgenericpromo_PPC&utm_source=google&utm_medium=brandsearch&utm_affiliate=searchgenericpromo&irpid=100&clickid=P99C100S570N0B5578A2D4499E0000V161&pb=signup_searchgenericpromo&siteid=100&channelid=P99C100S570N0B5578A2D4499E0000V161&gclid=CjwKCAjw5MOIBhBTEiwAAJ8e1grN_nq3R9itgFg00dq_Kj2W9cbABGSimg7rKRfLY9bR9SCcETVoxoCuNgQAvD_BwE&gclsrc=aw.ds)

<sup>7</sup> <https://gocardless.com/en-us/guides/posts/8-most-important-kpis-for-a-subscription-business/>

<sup>8</sup> <https://oboloo.com/blog/what-are-key-performance-indicators-for-operations-manager/>