

# KPIs Selector

Marketing & Sales	Financial	Operation / Production	People	Suppliers	Innovation
<ol style="list-style-type: none"> <li>1. Market share</li> <li>2. Leads by source</li> <li>3. Number of prospects</li> <li>4. Conversion ratio</li> <li>5. Average £ sale</li> <li>6. Profit per customer</li> <li>7. Number of transactions per customer</li> <li>8. Customer satisfaction</li> <li>9. Number of new customers</li> <li>10. Brand awareness</li> <li>11. Number of customers</li> <li>12. Referrals</li> <li>13. Sales mix</li> <li>14. Customer profitability</li> <li>15. Number of orders</li> <li>16. Customer retention</li> <li>17. Lifetime value of a customer</li> </ol>	<ol style="list-style-type: none"> <li>1. Revenue</li> <li>2. Profit margin</li> <li>3. Gross margin</li> <li>4. Revenue / Expense ratio</li> <li>5. Days sales outstanding</li> <li>6. Return on investment</li> <li>7. Cash in bank</li> <li>8. Cost of goods sold</li> <li>9. Inventory turns per year</li> <li>10. Cash flow</li> <li>11. Return on capital</li> <li>12. Bank overdraft</li> <li>13. Inventory</li> <li>14. Aged accounts receivable</li> <li>15. Aged accounts payable</li> <li>16. Sales per square ft</li> <li>17. EBITDA</li> <li>18. Capital expenditure</li> <li>19. Debt to equity ratio</li> <li>20. R&amp;D expenditure</li> <li>21. Training expenditure</li> <li>22. Marketing expenditure</li> <li>23. Depreciation</li> <li>24. Fixed assets</li> <li>25. Current liabilities</li> <li>26. Interest expenses</li> <li>27. Bad debts</li> <li>28. Discounts given/ taken</li> </ol>	<ol style="list-style-type: none"> <li>1. Cost per unit</li> <li>2. Number of employees</li> <li>3. Capacity utilisation</li> <li>4. Safety, eg. days lost or comp claims</li> <li>5. Back orders</li> <li>6. Costs</li> <li>7. Re-work (#, %)</li> <li>8. Response time</li> <li>9. Quality data</li> <li>10. Timeliness</li> <li>11. Post sale <ul style="list-style-type: none"> <li>• Warranty claims (#, %)</li> <li>• Repairs</li> <li>• Returns</li> <li>• Defects</li> </ul> </li> <li>12. No. of complaints</li> <li>13. Value of customer Complaints</li> <li>14. # orders failed before delivery</li> <li>15. # orders not delivered on time</li> <li>16. Work in progress</li> <li>17. Labour hours</li> <li>18. Overtime</li> <li>19. Cycle time</li> <li>20. Downtime</li> <li>21. Maintenance costs</li> </ol>	<ol style="list-style-type: none"> <li>1. # of employees</li> <li>2. # of managers</li> <li>3. Manager / employee ratio</li> <li>4. Absenteeism</li> <li>5. # new employees</li> <li>6. Hours training per employee</li> <li>7. £ training per employee</li> <li>8. Cost per new hire</li> <li>9. % employees fully trained</li> <li>10. Employee turnover</li> <li>11. Employee satisfaction</li> <li>12. Output per employee <ul style="list-style-type: none"> <li>• Sales</li> <li>• Productivity</li> </ul> </li> <li>13. Quality of output</li> <li>14. Drivers of performance</li> <li>15. Drivers of capabilities <ul style="list-style-type: none"> <li>• Learning</li> <li>• Skills mix</li> </ul> </li> <li>16. Core value <ul style="list-style-type: none"> <li>• Customer focus</li> <li>• Innovation</li> </ul> </li> </ol>	<p><u>Satisfaction with suppliers</u></p> <ol style="list-style-type: none"> <li>1. Responsiveness</li> <li>2. Costs compared to competition</li> <li>3. On-time delivery</li> <li>4. Overall satisfaction / value</li> <li>5. Defects (#, %)</li> <li>6. Credit terms</li> <li>7. Number of suppliers</li> </ol> <p><u>Supplier Satisfaction</u></p> <ol style="list-style-type: none"> <li>1. Opportunity for profits while providing quality</li> <li>2. Responsiveness</li> <li>3. Payment</li> </ol>	<ol style="list-style-type: none"> <li>1. Revenue from new products</li> <li>2. Revenue from new market segments</li> <li>3. Revenue from new geography</li> <li>4. Number of new customers</li> <li>5. Time to market for new products</li> <li>6. Time to market for new services</li> <li>7. R &amp; D expenditure</li> </ol>