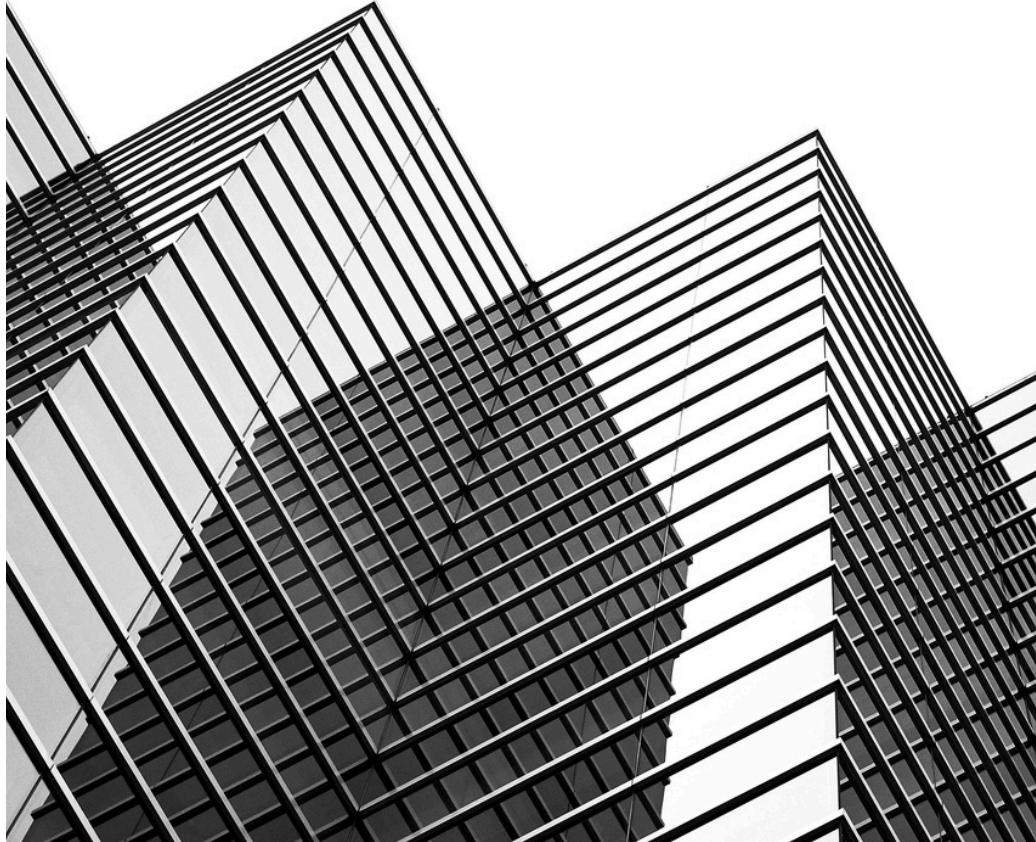


# THE ULTIMATE KPI GUIDE:

100+ Metrics Every Business Should Track



This guide will help you identify the KPIs that actually drive performance, profitability, and growth in your business.



# How to Choose the Right KPIs

## Start with Strategy

1

Begin with your business goals and vision.

Ask: What does success look like in 6-12 months?

Every KPI should link directly to a strategic objective - not just what's easy to measure.

## Choose a Balanced Mix

2

Select 3-5 KPIs per business area (ie. Marketing, Sales, Finance, Operations, People).

Balance leading indicators (predict future performance) and lagging indicators (reflect past performance).

Leading shows direction. Lagging shows results.

## Make them SMART

3

Keep your KPIs:

- Specific - clearly defined
- Measurable - backed by data
- Achievable - realistic for your stage
- Relevant - aligned with priorities
- Time-bound - tracked regularly

## Review and Refine

4

Track results, spot trends, and adjust.

The “right” KPIs will evolve as your business grows - review them monthly or quarterly to stay aligned with changing goals.



# The KPI Library

## Marketing KPIs

### Beginner

- Website Traffic
- Unique Visitors
- Bounce Rate
- Average Session Duration
- Cost per Click (CPC)
- Click-Through Rate (CTR)
- Social Media Engagement Rate
- Email Open Rate
- Email Click Rate
- Social Media Engagement Rate

### Intermediate

- Conversion Rate
- Cost per Lead (CPL)
- Customer Acquisition Cost (CAC)
- Marketing Qualified Leads (MQLs)
- Lead-to-Customer Conversion Rate
- Return on Marketing Investment (ROMI)
- Organic Traffic Growth
- Landing Page Conversion Rate
- Brand Search Volume

### Advanced

- Lead Source ROI
- Customer Lifetime Value to CAC Ratio

# Strategy & Leadership KPIs

## Beginner

- Strategic Goal Achievement Rate
- Project Success Rate
- Budget Variance
- Strategic Review Frequency

## Intermediate

- Time to Market
- Initiative ROI
- Decision Cycle Time
- Risk Mitigation Index

## Advanced

- Innovation Rate
- Goal Cascade Alignment

# Sales KPIs

## Beginner

- Sales Growth Rate
- Average Deal Size
- Sales Conversion Rate
- Pipeline Value
- Customer Retention Rate
- Churn Rate
- Quota Attainment

## Intermediate

- Monthly Recurring Revenue (MRR)
- Annual Recurring Revenue (ARR)
- Lead-to-Opportunity Ratio
- Opportunity-to-Win Ratio
- Upsell / Cross-Sell Rate
- Sales per Rep

## Advanced

- Pipeline Coverage Ratio
- Sales Cost Ratio
- Net Revenue Retention (NRR)

# Operations KPIs

## Beginner

- On-Time Delivery Rate
- Backorder Rate
- Downtime
- Order Accuracy
- Throughput
- Compliance Rate
- Error Rate

## Intermediate

- Cycle Time
- Inventory Turnover
- Capacity Utilization
- Rework Rate
- Equipment Utilization
- Cost per Unit
- Customer Order Cycle Time

## Advanced

- Process Efficiency
- First Pass Yield
- Project Schedule Variance

# Customer Success KPIs

## Beginner

- Customer Satisfaction Score (CSAT)
- Net Promoter Score (NPS)
- Churn Rate
- Support Ticket Volume
- Repeat Purchase Rate

## Intermediate

- Customer Effort Score (CES)
- Renewal Rate
- Average Resolution Time
- First Contact Resolution
- Customer Lifetime Value (LTV)
- Customer Referral Rate

## Advanced

- Customer Health Score
- Sales Cost Ratio
- Net Revenue Retention (NRR)

# Financial KPIs



## Beginner

- Revenue Growth Rate
- Gross Profit Margin
- Net Profit Margin
- Working Capital
- Current Ratio
- Return on Investment (ROI)
- Burn Rate

## Intermediate

- Operating Profit Margin
- EBITDA
- Return on Assets (ROA)
- Return on Equity (ROE)
- Quick Ratio
- Debt-to-Equity Ratio
- Accounts Receivable Turnover
- Accounts Payable Turnover
- Break-Even Point
- Operating Cash Flow
- Revenue per Employee

## Advanced

- Interest Coverage Ratio
- Cash Conversion Cycle



# People & HR KPIs

## Beginner

- Employee Turnover Rate
- Employee Satisfaction Score
- Absenteeism Rate
- Time to Hire
- Training Hours per Employee
- Employee Net Promoter Score (eNPS)
- Overtime Hours
- New Hire Retention (90-Day)

## Intermediate

- Employee Productivity
- Cost per Hire
- Internal Promotion Rate
- Diversity Ratio

## Advanced

- Gender Pay Gap
- Leadership Effectiveness Score
- Employee ROI



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info@az360business.com



www.az360business.com