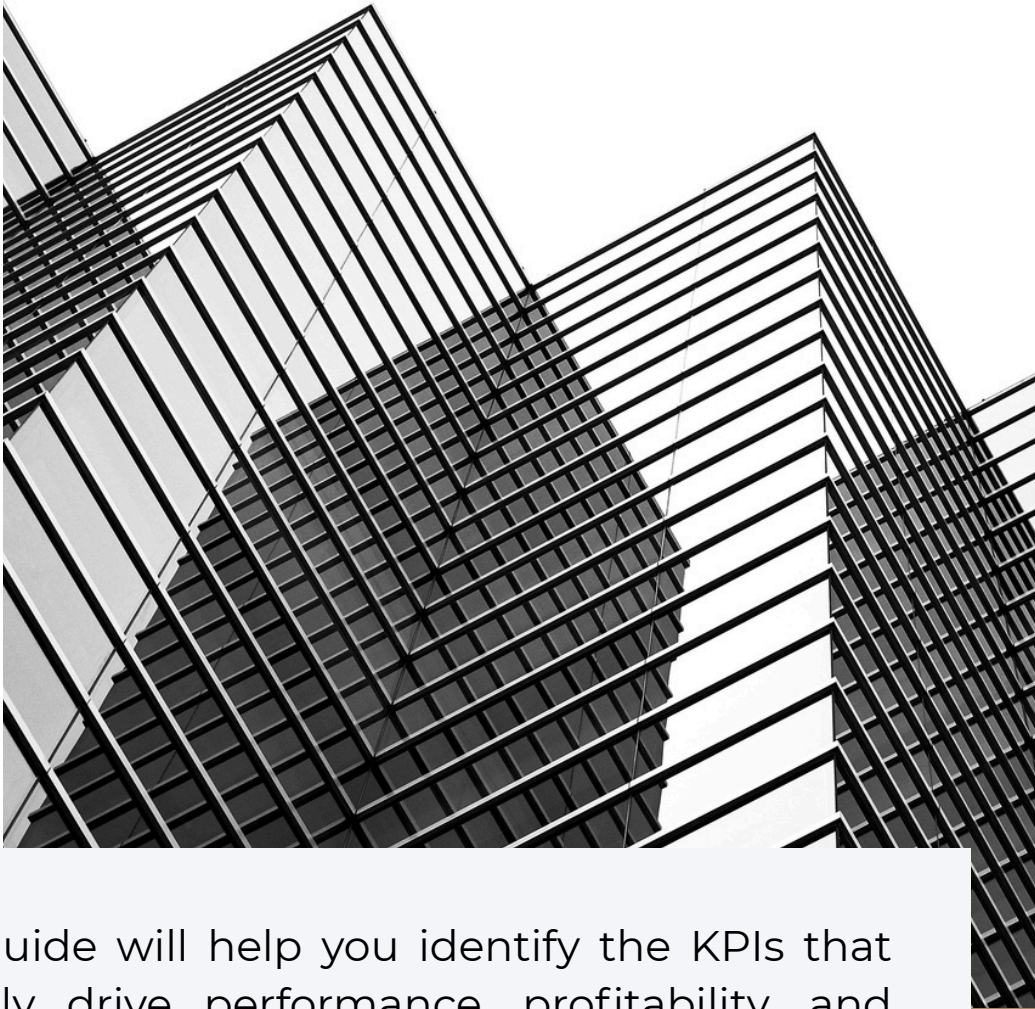


THE ULTIMATE KPI GUIDE:

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:

- **S**pecific - clearly defined
- **M**easurable - backed by data
- **A**chievable - realistic for your stage
- **R**elevant - aligned with priorities
- **T**ime-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

Elevate Your Business with Us

Join hands with us to take your business to new heights.

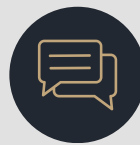
We provide comprehensive solutions tailored to your unique business needs. Let's grow together!

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- Expert Guidance
- Custom Solutions
- Proven Results
- Innovative Approach

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