



What Are Key Performance Indicators & 100 Examples

The basics of KPIs with 100 example metric sources.

In this guide, we will cover:

- [What Are KPIs?](#)
- [What KPIs Do](#)
- [The Anatomy of a KPI](#)
- [Leading vs Lagging Indicators](#)
- [100 Example KPI Sources](#)

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The Basics of Key Performance Indicators

Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are the elements of your plan that express what you want to achieve by when. They are the quantifiable, outcome-based statements you'll use to measure if you're on track to meet your goals or objectives.

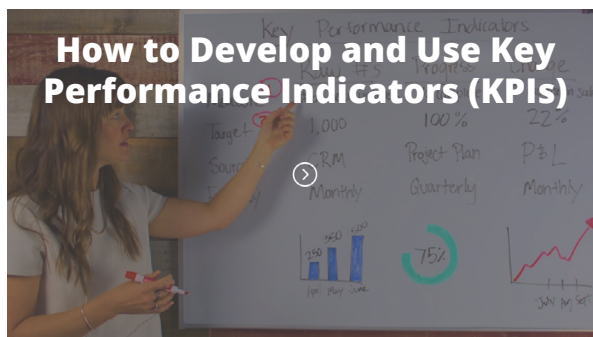
Good plans have 5-7 KPIs to manage and track the progress of the plan. The anatomy of a structured KPI includes:

- » **A Measure:** Every KPI must have a measure. The best KPIs have more expressive measures.
- » **A Target:** Every KPI needs to have a target that matches your measure and the time period of your goal. These are generally a numeric value you're seeking to achieve.
- » **A Data Source:** Every KPI needs to have a clearly defined data source so there is no gray area how each is being measured and tracked.
- » **A Reporting Frequency:** Different KPIs may have a different cadence, but a good rule to follow is to report on KPIs at least monthly.
- » **An Owner:** Just like any great goal, it needs to have an owner.

What Do KPIs Do?

- » Outline and measure your organization’s **most important set of outputs**.
- » **Work as the heartbeat of your performance management process** and confirm whether progress is being made against your strategy.
- » **Represent the key elements of your strategic plan that express what you want to achieve by when**.
- » **Measure the quantifiable components** of your goals and objectives.
- » **Measure the most important leading and lagging measures in your organization**.

Watch the Video Introduction



Want a deeper dive on KPIs? [Watch our video on KPIs here!](#)

Anatomy of a KPI

KPI: 1,000 New Customers by the End of FY2020

Data Source: CRM System

Frequency: Monthly

Owner: VP of Sales

1,000 New Customers

Quantifiable Target

By the End of FY2020

Timeframe for Accomplishment

CRM System

Data Source

Monthly

Reporting Frequency

Leading vs Lagging KPIs

Leading Indicator

A **leading indicator** is a measure that helps predict a change or movement in your organization.

We often refer to these types of metrics as the measures that tell you how your business might/will perform in the future. They are the warning buoys you put out in the water to let you know when something is going well, and when something isn't.

For example a leading KPI for an organization might be the cost to deliver a good/service. If the cost of labor increases, it will give you a leading indication that you will see an impact on net profit or the cost of inventory.

Another example of a leading indicator might be how well your website is ranking or how well your advertising is performing. If your website is performing well, it might be a leading indicator that your sales team will have an increase in qualified leads and contracts signed.

Lagging Indicator

A lagging indicator refers to past developments and effects. This reflects the past outcomes of your measure. So, it lags behind the performance of your leading indicators.

An example of a lagging indicator is EBITA. It reflects your earnings for a past date. That lagging indicator may have been influenced by leading indicators like the cost of labor/materials.

Balancing Leading and Lagging Indicators

As part of a holistic, agile plan, we recommend outlining 5-7 Key Performance Indicators as part of your plan that are a mix of leading and lagging indicators.

Having a mixture of both gives you both a look-back and a look-forward as you measure the success of your plan and business health. We also recommend identifying and committing to tracking and managing the same KPIs for about a year so you can create consistency in data and reporting.

100 Example KPIs

Sales KPIs

- » Number of New Contracts Signed Per Period
- » Dollar Value for New Contracts Signed Per Period
- » Number of Engaged Qualified Leads in Sales Funnel
- » Hours of Resources Spent on Sales Follow Up
- » Average Time for Conversion
- » Net Sales – Dollar or Percentage Growth
- » Customer Lifetime Value
- » New and Expansion Monthly Recurring Revenue (MRR)
- » Number of Sales Calls Held
- » Number of Sales Calls Scheduled
- » Number of Customers Onboarded
- » Number of Sales Calls per Representative
- » Average Purchase Value
- » Sales by Department
- » Same Store Sales Growth
- » Sales Per Area - Geography
- » Sales Per Area - Square Feet
- » Average Purchase Value

Financial KPIs

- » Growth in Revenue
- » Net Profit Margin
- » Gross Profit Margin
- » Operational Cash Flow
- » Current Accounts Receivable
- » Inventory Turnover
- » EBITDA
- » Stock Value
- » Days in Accounts Receivable
- » Quick Ratio/Acid Test
- » Debt-to-Equity Ratio
- » Accounts Payable Turnover
- » Accounts Receivable Turnover
- » Cost of Goods Sold

Customer KPIs

- » Number of Customers Retained
- » Percentage of Market Share
- » Net Promotor Score
- » Average Ticket/Support Resolution Time
- » Call Handling Time
- » Average Response Time
- » Peak Call Time Traffic
- » Average On-Hold Time
- » Customer Service Agent Utilization

Marketing KPIs

- » Monthly Website Traffic
- » Number of Qualified Leads
- » Conversion Rate for Call-To-Action Content
- » Keywords in Top 10 Search Engine Results
- » Blog Articles Published This Month
- » E-Books Published This Month
- » Marketing Qualified Leads Acquired (MQL)
- » Sales Qualified Leads Acquired (SQL)
- » Customer Acquisition Cost
- » Advertising Cost Per Thousand Impressions (CPM)
- » Advertising Cost Per Click (CPC)
- » Return on Marketing Investment (ROI)
- » Average Funnel Conversion Rate
- » Number of Earned Media Placements Gained

Supply Chain KPIs

- » Number of On-Time Deliveries
- » Inventory Carry Rate
- » Months of Supply On Hand
- » Inventory-to-Sales Ratio (ISR)
- » Carrying Cost of Inventory
- » Inventory Turnover Rate
- » Perfect Order Rate
- » Inventory Accuracy
- » Fill Rate

- » Inventory Days of Supply
- » Freight Bill Accuracy
- » Freight Cost Per Unit
- » Inventory Velocity

Social Media KPIs

- » Average Engagement
- » % Growth in Following
- » Traffic Conversions
- » Social Interactions
- » Website Traffic from Social Media
- » Number of Post Shares
- » Social Visitor Conversion Rates
- » Mentions
- » Issues Resolved Using Social Channels

Human Resource KPIs

- » Organization Headcount
- » Average Number of Job Vacancies
- » Applications Received Per Job Vacancy
- » Job Offer Acceptance Rate
- » Cost Per New Hire
- » Average Salary
- » Average Employee Satisfaction
- » Employee Turnover Rate
- » New Hire Training Effectiveness

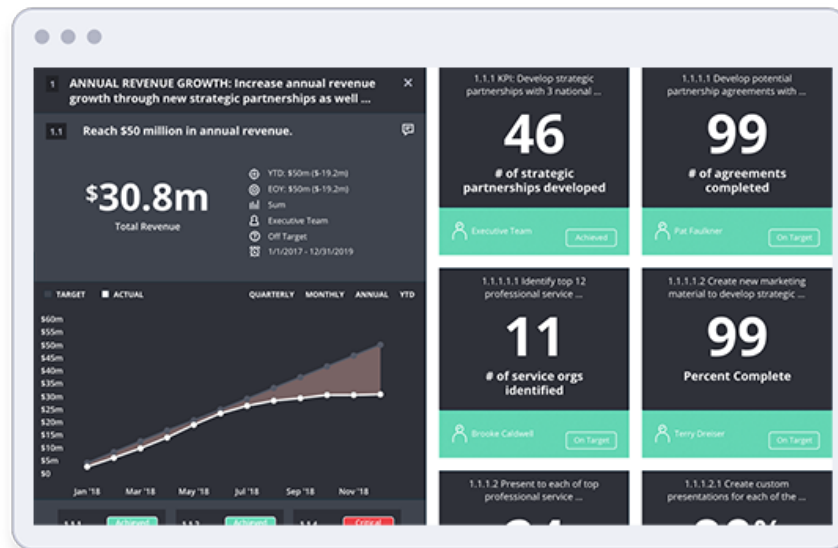
- » Involuntary Turnover Rate
- » Employee Engagement Rate

Healthcare KPIs

- » Bed or Room Turnover
- » Average Patient Wait Time
- » Average Treatment Charge
- » Average Insurance Claim Cost
- » Medical Error Rate
- » Patient-to-Staff Ratio
- » Medication Errors
- » Average Emergency Room Wait Times
- » Average Insurance Processing Time
- » Billing Code Error Rates
- » Average Hospital Stay
- » Patient Satisfaction Rate

Using the OnStrategy App to Manage Goals & KPIs

Run Your Strategy Reviews with a Purpose Built KPI Dashboard



The OnStrategy Team built our application to holistically and easily manage organizational, team and individual performance. With our tool you can:

- » Collect performance updates in 15 mins or less.
- » See company-wide performance and pre-built dashboard to run quarterly reviews.
- » Quickly refresh and reset OKRs quarterly.
- » Know the status of your KPIs in a single view.

Start a Free Demo



Need help building your KPIs? We can help.

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