



Data Metrics and Key Performance Indicators

Lesson Workbook & Notes

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Data



Metrics



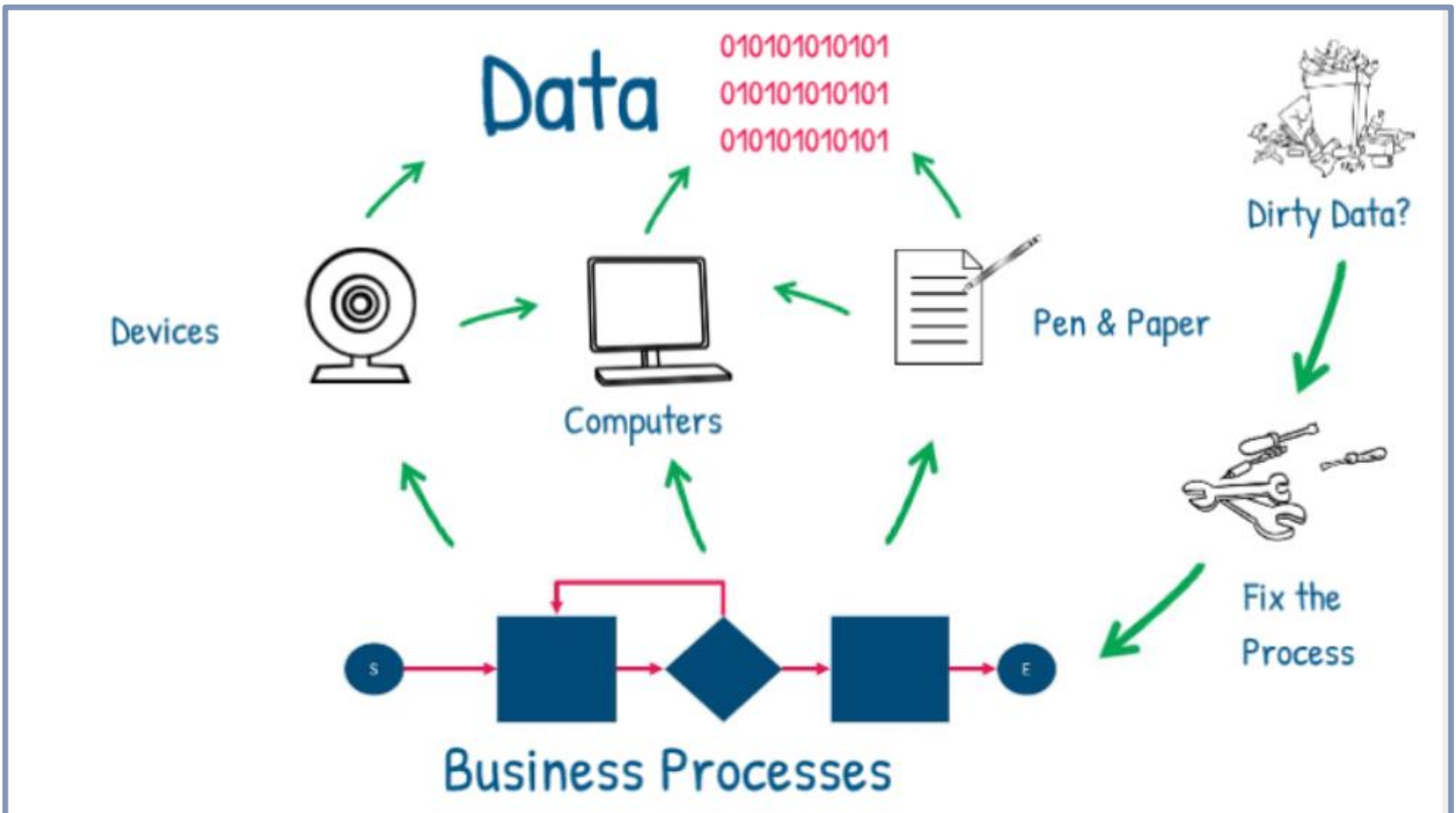
Notes

Actions



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What is a metric?

Humidity

Temperature

Value of Cash

Weight

of Widgets

Speed

Length

Altitude

Height

Anything we can measure!
None of these examples are KPIs!
...Yet
Let's evolve them to **KPIs**

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What is a KPI?

- key performance indicator

Target: 75kg



Data

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Metrics



KPI: # of Kilograms Lost

Metric:
Weight
Current State:
110kg



Goal:
To lose weight by summer



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KPIs are used to measure Progress towards
a Target / a Goal / a Desired State

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Examples of KPIs

 Metric	+	 Goal	+	 Current State	+	 Target	=	 Key Performance Indicator
Weight		Lose weight by summer		110kg		75kg		# of Kilograms Lost
Value of Cash		Improve Cashflow		-\$10m		> \$0		# of Months with +ve Cashflow
# of Widgets		Improve Production		1m		1.5m		# of Widgets made per Day
Altitude		Increase time cruising		85%		87%		# Avg time at cruising altitude
Length		Master my Driver		250m		275m		# Avg tee-off distance with Driver
Expenses		Improve Profitability		72%		68%		% Cost to Revenue Ratio

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A KPI is always a Number!

	A	B	C	D	E	F	G	H	I
1									
2									
3									
4									
5							85%		
6			100						
7			200						
8			300						
9			600						
10									
11									
12									
13									
14			Blah! Blah! Blah!						
15			Blah! Blah! Blah!						
16			Blah! Blah! Blah!						
17					60%	1,000	\$ 50		
18									

Annotations:

- Its not a list of Values (points to rows 6-9)
- The Total of a list can be a KPI (points to row 9)
- Its not a report (points to the checklist icon)
- Its always a Perc., a Number, or a Value (points to 85%, 60%, 1,000, \$ 50)
- A sentence or list of words can't be a KPI (points to rows 14-16)
- It must fit into 1 cell (points to 85%)

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