

# KPI Examples for 10 Teams

Employees like to know where they stand. Key Performance Indicators (KPIs) are measurements that look at progress towards strategic goals or operational targets. Choose something important to your team, find a way to measure it, and then display that on your digital signs. KPIs should always be SMART:

**SPECIFIC** – the measurement has a specific purpose for the organization

**MEASURABLE** – able to be converted into numbers and compared with goals or past performance

**ACHIEVABLE** – something that individuals or teams can actually do in the time allotted

**RELEVANT** – tied into the overall goals and success criteria of the organization

**TIME-TARGETED** – the values cover a predefined and relevant time period



## MARKETING & SALES

- Sales quotas and targets
- Average profit margin
- Sales by lead
- Sales by region
- Cost per lead



## HUMAN RESOURCES

- Employee turnover
- Analysis of cross-team functionality
- Employee satisfaction
- Absenteeism (Bradford Factor)
- Training return on investment



## FINANCE

- Stock data
- Revenue vs. target
- Accounts receivable DSO
- Return on equity
- COGS trends



## WEB & SEO

- Keyword rankings
- Organic search traffic
- Domain authority
- Online conversion rate
- Competitive comparison



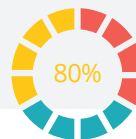
## SUSTAINABILITY

- Carbon footprint
- Energy/water consumption
- Savings due to conservation efforts
- Waste recycling/reduction rate
- Supply chain miles



## SCHOOLS & COLLEGES

- Test scores
- District or national rankings
- Skills and literacy levels
- Enrollment and graduates
- Athletics standings



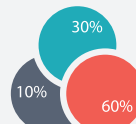
## MANUFACTURING

- Safety compliance
- Quality assurance
- Cycle time and cycle time ratios
- Inventory levels
- Order tracking/delivery time



## GOVERNMENT

- Citizens served (queuing data)
- Customer satisfaction ratings
- Time to completion
- Call center/phone line stats
- Local business engagement



## HEALTHCARE

- ER wait times
- Patient census
- Average length of stay
- Staff Certifications
- Revenues for on-site services



## HOSPITALITY

- Guest satisfaction scores
- Occupancy rates
- Meeting space revenues
- Concierge services
- Spa, restaurant and shop sales



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