KPI & Metrics Dashboard Cheat Sheet

**What is a KPI & Metrics Dashboard?**KPIs (Key Performance Indicators) are figures/numbers that can help show if a business or project is on track, this is achieved by identifying if it is over/under budget, timeframe KPIs etc. This simple dashboard helps you pick your main KPIs for each function and track progress over time.  
  
**How to use this sheet:**1. Choose 3-5 main KPIs for each area (e.g. sales, marketing, operations, finance).  
2. Fill in your targets and actuals each month or quarter.  
3. Use the status column to flag green/yellow/red based on performance.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Area | KPI | Target | Actual | Status (G/Y/R) |
| Sales |  |  |  |  |
| Marketing |  |  |  |  |
| Operations |  |  |  |  |
| Finance |  |  |  |  |
| Customer Service |  |  |  |  |

Tip: Pick KPIs that directly link to your business or project goals. Review status regularly and take action on any red/yellow areas.#