THE ULTIMATE
KPI Checklist For Executives

Use this checklist of the top 30 KPIs every executive dashboard needs to track and analyze the data that truly matters so you can start drawing better insights for your business.

Top 30 Key Performance Indicators

- ☐ Daily/weekly/monthly revenue
- ☐ Month-to-date/Year-to-date revenue
- ☐ Number of products/units sold
- ☐ Forecasted revenue (monthly/quarterly/yearly)
- ☐ Gross profit margin

- ☐ Net profit margin
- ☐ Operating profit margin
- ☐ Operating expense ratio
- ☐ Cost per unit
- ☐ Lead time

- ☐ Payroll headcount ratio
- ☐ Working capital
- ☐ Operating cash flow
- ☐ On-time delivery rate
- ☐ On-time shipping rate

- ☐ Total-debt-to-equity ratio
- ☐ Sales per salesperson
- ☐ Customer churn
- ☐ Current ratio
- ☐ Quick ratio

- ☐ Current accounts receivable
- ☐ Current accounts payable
- ☐ Budget vs. Actual
- ☐ Earnings per share
- ☐ Return on equity

- ☐ Inventory turnover rate
- ☐ Net promoter score
- ☐ Customer acquisition cost
- ☐ Days sales outstanding
- ☐ Days payable outstanding

To learn more about how to build a refreshable, automated, analytics-driven dashboard to better utilize these KPIs, go to jdanalytix.com.

JD Analytix

About Me

Hi, I'm Jeremy. I'm a Looker Studio consultant and dashboard developer who helps businesses visualize and analyze their Google Cloud Platform data to improve business decisions by focusing on ways to maximize your current customer base.

I started my business with the simple mission to help businesses get their data out of GCP, into intuitive reports and dashboards, so they can stop wondering and start making better data-driven decisions. JD Analytix is a one man operation, so all of my clients get to work with me personally.

If you'd like to reach out to me directly, find me on LinkedIn or send me an email at jeremy@jdanalytix.com!

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