

Different metrics do different things

For describing success...

Objective (or Goal)
A worthwhile result the business wants to achieve
(*SMART: Specific, Measurable, Achievable, Relevant, Time-bound*)

For tracking progress and adjusting along the way...



Input

Data that **show efforts underway;**
Typically, internal items to show activity



Leading

Data that come *before* the trend to help **predict outcomes;**
Typically, customer-related items



Lagging

Data come *after* the trend to help confirm or **explain results;**
Typically, items as sales, share or ROI



Key Performance Indicators (KPIs)

The set of 3-5 metrics used for ongoing monitoring in order to make timely adjustments to plans before the result occurs, and to further aid in business decision-making;
Usually appears on a dashboard

