# Simple KPI Library for Small Businesses

Clear definitions you can actually use on Monday.

Pick a few KPIs that match your model. Track weekly. If a KPI doesn't inform a decision in 30 days, drop it.

| KPI | Definition | Formula / How to compute | Direction |
|---|---|---|---|
| Website Bookings | Count of meetings booked from the website in a period. | Sum of completed meeting bookings | Higher is better |
| Lead-to-Call Rate | Percent of leads who book a call. | Bookings ÷ Leads | Higher is better |
| Qualified Rate | Percent of calls that are qualified. | Qualified calls ÷ Calls | Higher is better |
| Cycle Time | Average time from start to finish of a task or job. | Avg(end - start) | Lower is better |
| On-time Tasks | Percent of tasks completed by due date. | On-time ÷ Total | Higher is better |
| Churn Rate | Percent of customers who cancel in a period. | Lost customers ÷ Starting customers | Lower is better |
| Retention (N-period) | Percent of customers retained after N periods. | Retained ÷ Starting | Higher is better |
| Revenue | Total recognized revenue in period. | Sum of invoices in period | Higher is better |
| Gross Margin | Percent of revenue remaining after direct costs. | (Revenue - COGS)/Revenue | Higher is better |
| CAC Payback (months) | Time to recoup customer acquisition cost. | CAC ÷ Gross margin per month | Lower is better |
| NPS (Lite) | Customer loyalty measure via 0–10 survey. | Promoters - Detractors | Higher is better |
| First Response Time | Time to first reply to a customer inquiry. | Avg(time of first response) | Lower is better |
| Resolution Time | Time to resolve a ticket or request. | Avg(time to resolution) | Lower is better |
| Utilization | Time spent on billable work. | Billable hours ÷ Total hours | Depends |
| AR Days | Average days to collect receivables. | 365 × (AR ÷ Sales) | Lower is better |
| Conversion Rate (Page) | Percent of page visitors who complete a target action. | Conversions ÷ Sessions | Higher is better |
| Subscriber Growth | Net new subscribers in a period. | New - Unsubscribes | Higher is better |
| CSAT | Customer satisfaction via short survey. | Avg(answers) | Higher is better |
| Support Backlog | Open support items awaiting action. | Count of open items | Lower is better |
| Data Freshness | Percent of metrics updated on time. | On-time metrics ÷ Total metrics | Higher is better |

*Tip: Start with 5–7 KPIs. Review weekly. Kill vanity metrics.*