

Data Analytics KPI Guide PDF Page

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PART 1: Page plan

Item	Decision
Final URL	https://uncodemy.com/data-analytics-kpi-guide-pdf
Intent (anti-cannibalisation)	KPI SELECTION AND DEFINITION. Dashboard layout is on the dashboard guide; storytelling with KPIs is on the data storytelling page.
Why not thin	Explainer-style sections, FAQs and cross-links make the page useful even without a download
Schema	WebSite, Organization, Breadcrumb, CollectionPage, FAQPage (only FAQs visible on the page). PDF <code>ItemList</code> provided commented, to enable after titles are final
Share image	https://uncodemy.com/image/logo-og.jpg for now; custom 1200x630 card recommended

PART 2: Page content (copy-paste ready)

SEO Title (39 chars):

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Meta Description (144 chars):

Download the data analytics KPI guide PDF from Uncodemy: what KPIs are, how to choose them, definition cards, examples by function and mistakes.

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Byline: Prepared by the Uncodemy trainer team [CONFIRM: author name and role] · Reviewed by [CONFIRM: reviewer name and role] · Last reviewed: [DATE]

Quick Answer

This page offers Uncodemy's data analytics KPI guide as a PDF download. A KPI, or key performance indicator, is a measurable value that shows how well a team is progressing toward an objective. Good KPIs are few, clearly defined, tied to a goal and owned by someone. The guide explains how to select them and gives examples by function.

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What is a KPI?

A key performance indicator is a number that tells you whether you are moving toward an important objective. The word key matters: a KPI is not any metric you can calculate, it is one of the few measures that genuinely reflect success for a team or business. A company can track hundreds of metrics, such as page views, calls handled or invoices raised, but only a handful of them deserve the title KPI because they connect directly to a goal like revenue growth, customer retention or delivery on time.

KPI, metric and measure: the difference

Term	Meaning	Example
Measure	A raw number from the data	Total orders: 12,400
Metric	A calculated value that describes something	Average order value = revenue / orders
KPI	A metric tied to a goal, with a target	Repeat purchase rate of at least a target set by the business
OKR	An objective with measurable key results	Improve retention: raise the 90-day repeat rate

Characteristics of a good KPI

A useful KPI is specific, so that two people calculate it the same way. It is measurable from data you can actually obtain regularly. It is relevant, meaning it connects to an objective someone cares about. It has a target or benchmark, because a number without a comparison cannot say good or bad. It is time-bound, with a clear period such as weekly or monthly. Finally it is owned: one person or team is responsible for moving it. The popular SMART idea captures most of this, and it is a handy checklist to apply to every KPI you propose.

How to choose KPIs in five steps

1. Start with the business objective, written as a sentence a manager would agree with.
2. Ask which outcomes would prove the objective is being met.
3. Propose candidate metrics and test each against the good KPI checklist.
4. Keep only a handful per audience, usually three to seven, and drop vanity numbers.
5. Write a definition card for each KPI: formula, source, filters, owner, target and refresh time.

Example KPIs by business function

Function	KPI	Formula or idea
Sales	Conversion rate	Deals won / qualified opportunities
Sales	Average deal size	Total won value / number of deals won
Marketing	Cost per lead	Marketing spend / leads generated
Marketing	Return on ad spend	Revenue attributed to ads / ad spend
Customer success	Churn rate	Customers lost in period / customers at start of period
Finance	Gross margin	(Revenue - cost of goods sold) / revenue
Operations	On-time delivery rate	Orders delivered on time / total orders delivered
HR	Attrition rate	Employees who left / average headcount
Support	First response time	Average time to first reply on a ticket

Leading and lagging KPIs

Lagging indicators report results after they happen, such as monthly revenue or yearly churn. They are important but arrive too late to change the outcome. Leading indicators measure activities that tend to precede the result, such as the number of demos booked this week or the share of users who complete onboarding. A balanced KPI set mixes both: the lagging KPI shows whether the goal was met and the leading KPIs give the team something they can influence today. Be careful to validate that a leading indicator really predicts the outcome, otherwise teams optimise a number that does not matter.

Write a definition card for every KPI

Most disagreements about numbers come from unclear definitions. A definition card removes the doubt. It states the KPI name, the business question it answers, the exact formula, the data source and tables, what is included and excluded, the time period, the target, the owner and the refresh schedule. For churn, for instance, the card should say whether a customer who pauses counts as lost and over which window churn is measured. Store these cards where everyone can see them and link them from the dashboard so users can check the definition in one click.

Example: a KPI written as a SQL query

Monthly average order value from an orders table, excluding cancelled orders. The definition is explicit in the code, so anyone can audit it.

```
SELECT strftime('%Y-%m', order_date) AS month,
       COUNT(*) AS orders,
       SUM(order_total) AS revenue,
       ROUND(SUM(order_total) * 1.0 / COUNT(*), 2) AS avg_order_value
```

```
FROM orders
WHERE status <> 'cancelled'
GROUP BY strftime('%Y-%m', order_date)
ORDER BY month;
```

Common KPI mistakes

- **Vanity metrics:** page views or followers that look impressive but do not drive decisions.
- **Too many KPIs:** teams cannot focus on twenty numbers.
- **No target:** the number has no meaning without a comparison.
- **Gaming:** a poorly designed KPI can be improved without improving the business.
- **Different definitions in different reports,** which destroys trust in the data.

Reviewing KPIs over time

KPIs are not permanent. As strategy changes, a KPI that once mattered can become irrelevant. Review the set every quarter, retire numbers that no longer drive action and add new ones when objectives change. When you change a definition, record the date and, if possible, recalculate history so trends stay comparable.

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Frequently Asked Questions

What does KPI stand for?

KPI stands for key performance indicator, a measurable value that shows how effectively a team or business is moving toward an important objective.

How many KPIs should a dashboard have?

Most audiences are well served by about three to seven KPIs. More than that makes it hard to focus on what matters.

What is the difference between a metric and a KPI?

A metric is any calculated measurement. A KPI is a metric chosen because it reflects a key goal, with a target and an owner.

What are leading and lagging indicators?

Lagging indicators report outcomes after they occur, such as revenue. Leading indicators measure activities that tend to come before outcomes, such as demos booked.

How do I define a KPI properly?

Write a definition card with the formula, data source, inclusions and exclusions, time period, target, owner and refresh schedule so everyone calculates it identically.

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