

## Key Performance Indicators – Understand markets, customers and capabilities

Nos.	Key Performance Indicators	Definition	Formula
1.	Customer Growth	This indicates how the business is expanding, in terms of its customer base.	$(\text{Number of New Customers} / \text{Number of Customers}) \times 100\%$
2.	Customer – Retention	This measure provides an indication of customer retention/loyalty or the value of this loyalty.	$\text{No. of regular customers over the past year} / \text{number of customers in total}$
3.	Customers – New	This measure can provide an input to the analysis of sales force performance or new product success or new marketing strategy or other appropriate areas.	$\text{Number of new customers over the past year as a \% of no. of customers in total}$
4.	Average Order Value	This indicates the average order value expressed per order.	$(\text{Total Revenue Current Year} / \text{Number of Orders Received}) \times 1,000$