

# KPIs

## Adventure Works

Measuregroup	KPI name	Description	Value	Goal	Status	Trend
<b>Financial Reporting</b>						
	<b>Net Income</b>	Total earnings less operating expenses, taxes, interest, depreciation and other expenses.	[Measures].[Net Income Value]	[Measures].[Net Income Goal]	[Measures].[Net Income Status]	[Measures].[Net Income Trend]
	<b>Operating Profit</b>	The difference between revenue and total operating expenses.	[Measures].[Operating Profit Value]	[Measures].[Operating Profit Goal]	[Measures].[Operating Profit Status]	[Measures].[Operating Profit Trend]
	<b>Operating Expenses</b>	Business expenses not directly associated with the manufacture of a product or provision of a service.	[Measures].[Operating Expenses Value]	[Measures].[Operating Expenses Goal]	[Measures].[Operating Expenses Status]	[Measures].[Operating Expenses Trend]
	<b>Financial Gross Margin</b>	The percentage of every dollar earned that can be used to pay general and administrative expenses.	[Measures].[Financial Gross Margin Value]	[Measures].[Financial Gross Margin Goal]	[Measures].[Financial Gross Margin Status]	[Measures].[Financial Gross Margin Trend]
	<b>Return on Assets</b>	Net income divided by assets. This is an indicator of the profitability and efficiency of a business, and its ability to leverage its assets to generate income.	[Measures].[Return on Assets Value]	[Measures].[Return on Assets Goal]	[Measures].[Return on Assets Status]	[Measures].[Return on Assets Trend]
	<b>Financial Variance</b>	The difference between actual and budgeted values for a given account.	[Measures].[Financial Variance Value]	[Measures].[Financial Variance Goal]	[Measures].[Financial Variance Status]	[Measures].[Financial Variance Trend]
<b>Internet Sales</b>						
	<b>Growth in Customer Base</b>	The ratio between the customer count in the current period to that of the previous period.	[Measures].[Growth in Customer Base]	[Measures].[Growth in Customer Base Goal]	[Measures].[Growth in Customer Base Status]	[Measures].[Growth in Customer Base Trend]
	<b>Internet Revenue</b>	Revenue realized through direct sales via the internet.	[Measures].[Internet Sales Amount]	[Measures].[Internet Revenue Goal]	[Measures].[Internet Revenue Status]	[Measures].[Internet Revenue Trend]
<b>Reseller Sales</b>						
	<b>Channel Revenue</b>	Revenue realized through the reseller sales channel.	[Measures].[Reseller Sales Amount]	[Measures].[Sales Amount Quota]	[Measures].[Channel Revenue Status]	[Measures].[Channel Revenue Trend]
<b>Sales Summary</b>						
	<b>Product Gross Profit Margin</b>	Total profit earned as a percentage of sales.	[Measures].[Gross Profit Margin]	[Measures].[Product Gross Profit Margin Goal]	[Measures].[Product Gross Profit Margin Status]	[Measures].[Product Gross Profit Margin Trend]
	<b>Expense to Revenue Ratio</b>	The ratio of operating expenses to gross sales.	[Measures].[Expense to Revenue Ratio]	[Measures].[Expense to Revenue Ratio Goal]	[Measures].[Expense to Revenue Ratio Status]	[Measures].[Expense to Revenue Ratio Trend]
	<b>Revenue</b>	Total revenue from operations.	[Measures].[Sales Amount]	[Measures].[Revenue Goal]	[Measures].[Revenue Status]	[Measures].[Revenue Trend]