

# 4 METRICS FOR YOUR BUSINESS DASHBOARD



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As a business grows it becomes more  
challenging to have a clear overview,

**WITH MORE INFORMATION  
TO DEAL WITH,**

**HOW DO YOU KEEP TRACK OF  
BUSINESS PERFORMANCE?**



Look at

# 4 KEY BUSINESS AREAS

**MARKETING**

**SALES**

**FINANCE**

**OPERATIONS**

Identify metrics  
that make an impact



More information does not always mean better decisions

# **TOO MUCH DATA RISKS KEY INSIGHTS BEING LOST**

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## **RESTRICT YOUR KEY METRICS TO 4 IN EACH AREA**



# MARKETING

New Qualified  
Leads per Month

# SALES

Active Customer  
Accounts

4  
Example  
Metrics

# FINANCE

Daily Revenue

# OPERATIONS

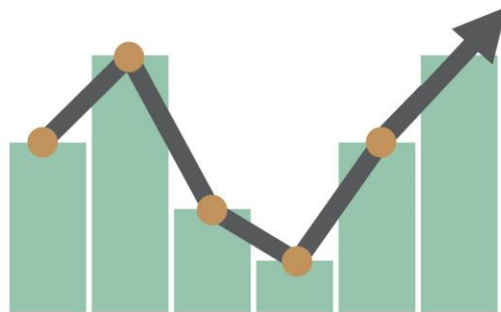
Proportion of  
On-Time On-Budget  
Projects



Metrics are not just financial

**FOCUSING ON A FEW  
KEY NUMBERS CAN ALERT YOU  
TO PROBLEMS EARLY**

**AND HELP DRIVE  
BUSINESS PERFORMANCE**





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EXPERTS IN STRATEGIC BUSINESS GROWTH

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