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Important Formulas of Business Metrics

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List of 16 Important Formulas of Business Metrics

Important Formulas of Business Metrics

1) Absenteeism Rate

$$\text{fx } AR = \frac{TUL}{NWD} \cdot 100$$

Open Calculator 

$$\text{ex } 6 = \frac{15}{250} \cdot 100$$

2) Brand Development Index

$$\text{fx } BDI = \left(\frac{S}{TMS} \right) \cdot 100$$

Open Calculator 

$$\text{ex } 166.6667 = \left(\frac{25}{15} \right) \cdot 100$$

3) Compound Annual Growth Rate

$$\text{fx } CAGR = \left(\left(\left(\frac{EV}{SV} \right)^{\frac{1}{ny}} \right) - 1 \right) \cdot 100$$

Open Calculator 

$$\text{ex } 10.75663 = \left(\left(\left(\frac{25000}{15000} \right)^{\frac{1}{5}} \right) - 1 \right) \cdot 100$$



4) Cost Per Hire

$$fx \quad CPH = \frac{ERE + HR_{exp}}{SH}$$

[Open Calculator !\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\)](#)

$$ex \quad 426.9231 = \frac{550 + 5000}{13}$$

5) Customer Lifetime Value

$$fx \quad CLV = (ACV \cdot ACL) - CAC$$

[Open Calculator !\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\)](#)

$$ex \quad 110000 = (2000 \cdot 60) - 10000$$

6) Customer Retention Rate

$$fx \quad CRR = \frac{nec - ncb}{ncb}$$

[Open Calculator !\[\]\(0d5ec72f61334709c3fc9450209b754f_img.jpg\)](#)

$$ex \quad 4.263158 = \frac{100 - 19}{19}$$

7) Customer Selling Price

$$fx \quad CSP = CP + (PM\% \cdot CP)$$

[Open Calculator !\[\]\(b64b40baaee5acddc1eab8538ba84754_img.jpg\)](#)

$$ex \quad 300 = 100 + (2 \cdot 100)$$



8) Customers Lifetime Value with Discount Rate 

$$\text{fx } \text{CLV} = \frac{C_m \cdot \text{CRR}}{1 + \text{DR} - \text{CRR}}$$

Open Calculator 

$$\text{ex } 3.885714 = \frac{8 \cdot 4.25}{1 + 12 - 4.25}$$

9) EBIT 

$$\text{fx } \text{EBIT} = R - \text{OPEX}$$

Open Calculator 

$$\text{ex } 8746 = 10000 - 1254$$

10) Employee Turnover Rate 

$$\text{fx } \text{ETR} = \left(\frac{E_{\text{sep}}}{\text{AVG}_{\text{emp}}} \right) \cdot 100$$

Open Calculator 

$$\text{ex } 1.5 = \left(\frac{3}{200} \right) \cdot 100$$

11) Hourly Paycheck 

fx

Open Calculator 

$$\text{HP} = \text{ID} + (\text{RWH} \cdot \text{WH}) + (\text{OHW} \cdot \text{WPHOH}) - \text{T}$$

$$\text{ex } 110 = 1055 + (8 \cdot 35) + (2 \cdot 5) - 1235$$



12) Market Penetration

$$fx \quad MP = \left(\frac{n}{TP} \right) \cdot 100$$

[Open Calculator !\[\]\(e2376d476d06eb31946dc01a69a4403a_img.jpg\)](#)

$$ex \quad 30 = \left(\frac{30000}{100000} \right) \cdot 100$$

13) Revenue Share of Requirements

$$fx \quad RS_{req} = \frac{B_{purchases}}{C_{purchased}}$$

[Open Calculator !\[\]\(0b5e7e25e8775f7e7e80906ada4f0021_img.jpg\)](#)

$$ex \quad 0.6 = \frac{9000}{15000}$$

14) Sales Cycle

$$fx \quad S_{cycle} = \frac{n_{days}}{O_{contacted}}$$

[Open Calculator !\[\]\(bd3b31712ad9bab5a241210fa6925cdd_img.jpg\)](#)

$$ex \quad 0.2 = \frac{4}{20}$$

15) Sales Win Rate

$$fx \quad SWR = \left(\frac{O_{opportunities_{won}}}{O_{contacted}} \right) \cdot 100$$

[Open Calculator !\[\]\(7bc43b319a082987e20f7bf78f4bab80_img.jpg\)](#)

$$ex \quad 250 = \left(\frac{50}{20} \right) \cdot 100$$



16) Website Conversion Rate

[Open Calculator !\[\]\(eafc244b53721dd1ec133f0772f70fc7_img.jpg\)](#)

$$\text{fx } CR = \left(\frac{TGC}{n_{\text{vis}}} \right) \cdot 100$$

$$\text{ex } 40 = \left(\frac{200}{500} \right) \cdot 100$$



Variables Used

- **ACL** Average Cost of Customer Lifetime
- **ACV** Average Cost of Customer Value
- **AR** Absenteeism Rate
- **AVG_{emp}** Average Number of Employees
- **B_{purchases}** Brand Purchases
- **BDI** Brand Development Index
- **C_{purchased}** Total Category Purchased by Brand Buyers
- **CAC** Customer Acquisition Cost
- **CAGR** Compound Annual Growth Rate
- **CLV** Customer Lifetime Value
- **Cm** Contribution Margin
- **CP** Cost Price
- **CPH** Cost Per Hire
- **CR** Website Conversion Rate
- **CRR** Customer Retention Rate
- **CSP** Customer Selling Price
- **DR** Discount Rate
- **E_{sep}** Employees Separated
- **EBIT** Earnings Before Interest and Taxes
- **ERE** External Recruiting Expenses
- **ETR** Employee Turnover Rate
- **EV** Ending Value
- **HP** Hourly Paycheck



- **HR_{exp}** Internal Human Resource Expenses
- **ID** Income Till Date
- **MP** Market Penetration
- **n** Customers
- **n_{days}** Days Spent on Sales Won
- **n_{vis}** Number of Visits
- **n_y** Number of Years to Track Growth
- **ncb** Customers at Beginning
- **nec** Existing Customers
- **NWD** Number of Working Days
- **O_{contacted}** Sales Opportunities Contacted
- **OHW** Overtime Hours Worked
- **OPEX** Operating Expense
- **Opportunities_{won}** Sales Opportunities Won
- **PM%** Profit Margin Percentage
- **R** Revenue
- **RS_{req}** Revenue Share of Requirement
- **RWH** Regular Working Hours
- **S** Brand Sales Percentage
- **S_{cycle}** Sales Cycle
- **SH** Successful Hires
- **SV** Starting Value
- **SWR** Sales Win Rate
- **T** Taxes
- **TGC** Total Goal Completion



- **TMS** Total Market Segment
- **TP** Total Population
- **TUL** Total Unplanned Leave
- **WH** Wages Paid per Hour
- **WPHOH** Wages Paid per Hour from Overtime Hours



Constants, Functions, Measurements used



Check other formula lists

- **Important Formulas of Business** 

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