



Important Formulas of Business Metrics

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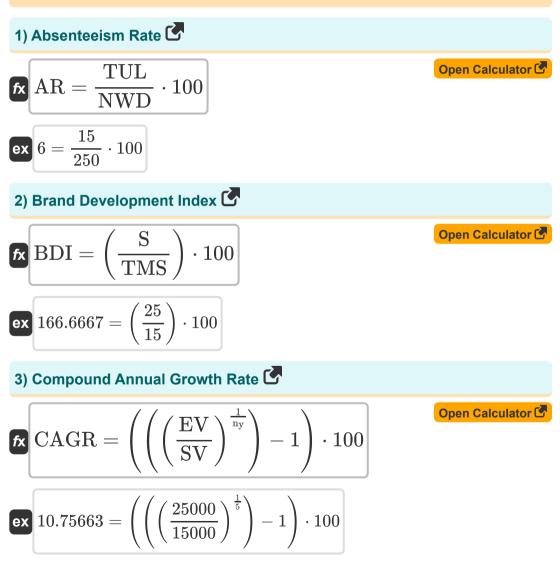
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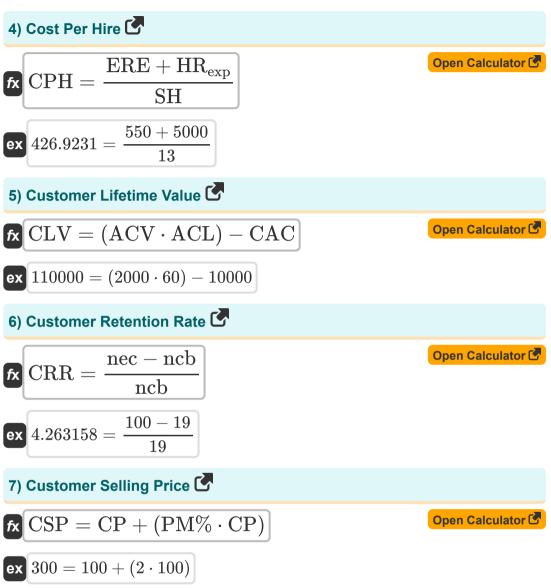


List of 16 Important Formulas of Business Metrics

Important Formulas of Business Metrics 🕑



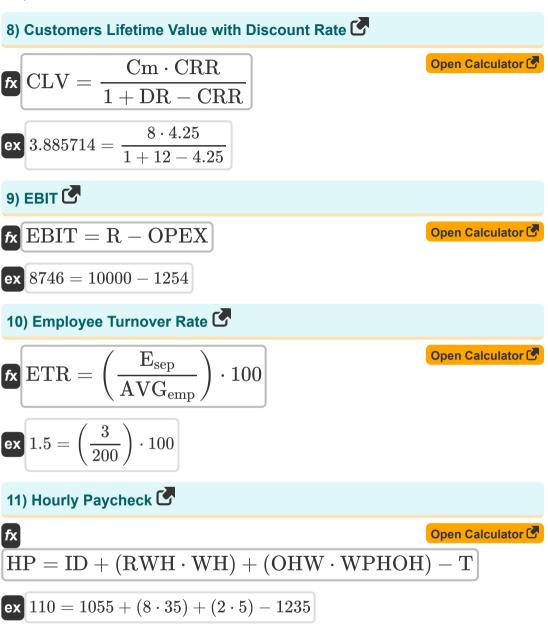








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12) Market Penetration 💪 Open Calculator $\int \mathbf{MP} = \left(\frac{\mathbf{n}}{\mathbf{TP}}\right) \cdot 100$ ex $30 = \left(\frac{30000}{100000}\right) \cdot 100$ 13) Revenue Share of Requirements 🖸 Open Calculator $\mathbf{\kappa} \operatorname{RS}_{\mathrm{req}} = \frac{\mathrm{B}_{\mathrm{purchases}}}{\mathrm{C}_{\mathrm{purchased}}}$ **ex** $0.6 = \frac{9000}{15000}$ 14) Sales Cycle fx $S_{cycle} = rac{n_{days}}{O_{contacted}}$ Open Calculator **ex** $0.2 = \frac{4}{20}$ 15) Sales Win Rate Open Calculator $\mathbf{K} SWR = \left(\frac{Opportunities_{won}}{O_{contacted}}\right) \cdot 100$ ex $250 = \left(\frac{50}{20}\right) \cdot 100$



16) Website Conversion Rate	
fx $\mathbf{CR} = \left(\frac{\mathrm{TGC}}{\mathrm{n_{vis}}}\right) \cdot 100$	Open Calculator 🕑
$\boxed{\mathbf{ex}} 40 = \left(\frac{200}{500}\right) \cdot 100$	



Variables Used

- ACL Average Cost of Customer Lifetime
- ACV Average Cost of Customer Value
- **AR** Absenteeism Rate
- AVG_{emp} Average Number of Employees
- Bpurchases Brand Purchases
- BDI Brand Development Index
- Cpurchased 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
- Esep Employees Separated
- EBIT Earnings Before Interest and Taxes
- ERE External Recruiting Expenses
- ETR Employee Turnover Rate
- EV Ending Value
- HP Hourly Paycheck



- HRexp 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_v Number of Years to Track Growth
- ncb Customers at Beginning
- nec Existing Customers
- NWD Number of Working Days
- Ocontacted Sales Opportunities Contacted
- OHW Overtime Hours Worked
- OPEX Operating Expense
- Opportunities won Sales Opportunities Won
- PM% Profit Margin Percentage
- R Revenue
- RS_{reg} Revenue Share of Requirement
- RWH Regular Working Hours
- **S** Brand Sales Percentage
- Scycle 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 Important

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