

# KPIs MAP

(Key performance indicators)

## KPI Automation



Here starts project automation of KPIs.

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## Consumer information



Managers



Sales



Administrators

Automation  
**bime**

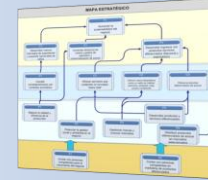
## BENEFITS:

- Better decision making.
- Anticipating problems.
- Improved operating performance.
- Better management control logic.

This map is a new approach of how to deploy key indicators in an organization. Simplifies the process of their development, not losing sight of the strategic ingredient that is particular to each organization, this is shown in the following diagram:

## Strategic Inputs

- Corporate strategy
- Vision and mission.
- Strategic goals
- Divisional Strategy



## Industry Type

Retail Industry

Health care industry

Construction industry

Other industry

## Causal External Indicators

Google ranking

Twitter Sentiment

Inflation

Lifestyles change

Variation of personal income

Change of season

Lifestyles change

Investment in the industry

Materials price

External Indicator

External Indicator

External Indicator

## Causal Internal Indicators

Same store sale

Order fulfillment

Cost of care

Attentions compliance

Accomplishment budget

Fulfillment of project activities

Industry Indicator

Process Indicator

Common indicator for each industry

Particular Process indicator

Strategic indicators

Strategic indicators

Strategic indicators

Strategic indicators

Strategic indicator

## Effect indicators

Revenue

Ebitda

Net Profit

Total cost

- **External causal indicators** are indicators or external changes that impact the organization and therefore in the internal indicators, either processes or those called strategic. In a broader view would be indicators for Big data analysis.



**Causal internal indicators** are those that represent the performance of processes and strategic actions of the organization, these arise from the strategy. The could be classified into:

**Common indicators for each industry:** they are indicators that are used in a particular industry, and have to do with common processes in an industry (goods or services).

**Particular process indicators:** they are indicators that represent a particular process in the organization, and its purpose is to measure its expected performance.

**Strategic indicators:** are indicators that measure the implementation of the strategy of the organization, and thus also the health of it.



- The effect indicators are those that show the financial performance of the organization, usually pursued by private entities. But also, there may be other indicators according to the type of organization and intended purpose.