**BUSINESS KPI DASHBOARD**

This KPI Dashboard template helps SMEs track key performance metrics across operations, finance, marketing, and customer engagement. Use the tables below to record and analyze monthly performance against set goals.

**Operations KPIs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **Target Value** | **Jan** | **Feb** | **Mar** |
| Tasks Completed |  |  |  |  |
| Turnaround Time (Days) |  |  |  |  |
| Employee Productivity Score |  |  |  |  |

**Finance KPIs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **Target Value** | **Jan** | **Feb** | **Mar** |
| Monthly Revenue |  |  |  |  |
| Profit Margin (%) |  |  |  |  |
| Operational Cost |  |  |  |  |

**Marketing KPIs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **Target Value** | **Jan** | **Feb** | **Mar** |
| Leads Generated |  |  |  |  |
| Conversion Rate (%) |  |  |  |  |
| Ad Spend ROI |  |  |  |  |

**Customer Engagement KPIs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Metric** | **Target Value** | **Jan** | **Feb** | **Mar** |
| Customer Retention Rate (%) |  |  |  |  |
| Customer Satisfaction Score |  |  |  |  |
| Support Tickets Resolved |  |  |  |  |