

Key Performance Indicators (KPIs) Format for Growth Forecast

Document Overview

This document outlines the essential Key Performance Indicators to track and measure for an effective growth forecast assessment within your organization or project.

KPI Table

KPI Name	Description	Current Value	Target Value	Forecast Period	Data Source
Monthly Active Users	Total number of unique users engaging with the product per month	8,500	12,000	Q4 2024	Product Analytics
Revenue Growth Rate	Percentage increase in revenue compared to the previous period	7%	12%	H1 2025	Financial Reports
Customer Retention Rate	Percentage of customers retained over a specific period	78%	85%	Year-End 2024	CRM System
Market Penetration	Share of target market served	4.2%	6.0%	Year-End 2024	Market Research
Average Deal Size	Average revenue per closed deal	\$3,200	\$4,000	Q2 2025	Sales Records

Important Notes

- KPI selection should align with strategic business goals and forecast objectives.
- Ensure that KPI data sources are reliable and updated consistently.
- Review and adjust KPI targets regularly based on market trends and organizational changes.
- Clear definitions and measurement criteria for each KPI are crucial for accuracy.