

11 MOST IMPORTANT FINANCIAL METRICS



KEY PERFORMANCE INDICATORS



1) PROFIT METRICS



- > Gross Profit
- > Gross Profit Margin
- > Net Profit
- > Operating Expense Ratio
- > Net Profit Margin
- > EBIT
- > EBIT Margin

2) CASH FLOW METRICS

- > Current Ratio
- > Accounts Payable Ratio
- > Accounts Receivable Days
- > Accounts Receivable Ratio

