## 11 MOST IMPORTANT FINANCIAL METRICS



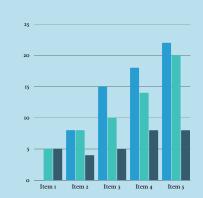


## 1) PROFIT METRICS

- > 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

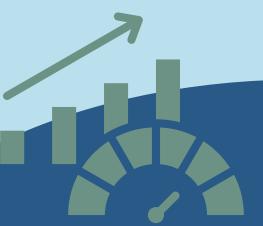












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