Executive KPI Dashboard – User Guide

Companion manual for CFO_Eyes_KPI_Dashboard.xlsx (v1.0)

1. What this template does

The CFO Eyes Executive KPI Dashboard turns your monthly P&L;, balance sheet and operational data into a one-page visual summary of the ten KPIs every leadership team and board cares about. Plug in 12 months of figures and the Dashboard, KPI calculations and trend charts populate automatically. Targets and attainment status are colour-coded green / amber / red.

2. Workbook structure

Sheet	Purpose
Cover	Document metadata, colour legend and workbook guide
Inputs	Monthly P&L, balance sheet and operational data (12 months)
Targets	Monthly target value per KPI
KPIs	Calculated KPIs by month – formulas only, pulled from Inputs
Dashboard	One-page visual summary with status, trends and charts
Definitions	Formal KPI definitions, formulas and direction

3. Getting started

3.1 Cover

Fill in the eight metadata fields in the yellow cells (Company, Fiscal Year, Currency, Units, Prepared by, Approved by, Date, Version). Choose your unit scale (thousands or millions) and apply it consistently across the workbook.

3.2 Inputs

Enter 12 months of figures in the blue cells. The sheet contains both P&L; items (Revenue, COGS, OpEx, D&A;), balance-sheet items (Receivables, Inventory, Payables, Cash, Debt, Equity) and operational data (Headcount, New Customers Won, Customers Lost, Active Customers). Gross Profit, EBITDA, EBIT and Net Income are calculated for you – do not overwrite the formula rows.

3.3 Targets

Set monthly target values per KPI. The Dashboard compares the latest month (December) against the target to compute attainment % and status.

3.4 KPIs

Calculations only. Inspect the formulas if you want to adapt the methodology – for example, to switch DSO from 30-day to 365-day basis, or to change the tax rate used for Net Income.

3.5 Dashboard

Your one-page board view. For each KPI you see the latest value, the target, attainment %, status (On Track / Watch / Off Track), YTD average and the min/max range across the 12 months. Two trend charts (Revenue and EBITDA Margin) sit below the table. Status cells are conditionally formatted: green ≥100% attainment, amber ≥90%, red below.

4. The ten KPIs

KPI	Formula	Direction
Revenue Growth YoY	Current month / Jan baseline – 1	Higher better
Gross Margin	(Revenue – COGS) / Revenue	Higher better
EBITDA Margin	EBITDA / Revenue	Higher better
Net Profit Margin	Net Income / Revenue (22% tax)	Higher better
Operating Cash / Revenue	(EBITDA – ΔReceivables) / Revenue	Higher better
DSO (days)	Receivables / Revenue × 30	Lower better
DIO (days)	Inventory / COGS × 30	Lower better
DPO (days)	Payables / COGS × 30	Higher better
Net Debt / EBITDA (x)	(Debt – Cash) / FY EBITDA	Lower better
Customer Churn %	Customers Lost / Active Customers	Lower better

5. Colour coding

Blue text = hardcoded inputs you can change. Black text = formulas, do not overwrite. Green text = cross-sheet links. Yellow background = key assumption to update. On the Dashboard, status cells turn green / amber / red based on attainment %.

6. Customisation

• Add or remove rows on Inputs – update the row references on KPIs accordingly.
• Change the tax rate by editing the Net Income formula on Inputs (currently EBIT × 0.78).
• Replace the YoY logic with true prior-year columns by adding a 'PY Revenue' row on Inputs and updating the KPI formula.
• Add more KPIs by extending the KPIs sheet and the Dashboard table – conditional formatting will copy automatically.

7. Frequently asked questions

Q: My charts don't refresh.
Right-click the chart and choose Refresh, or press F9 to recalculate the workbook.

Q: Net Debt / EBITDA shows the same value every month.
It uses FY EBITDA in the denominator (column N on Inputs) – this is by design, so the leverage ratio is comparable across months.

Q: Can I use this for a parent company with multiple BUs?
Yes. Duplicate the Inputs sheet per BU, then change the cross-sheet references on KPIs to consolidate.

8. Disclaimer

Templates are provided for informational and illustrative purposes only. They do not constitute financial, legal or professional advice. Users are responsible for verifying accuracy, completeness and compliance with applicable laws, accounting standards and regulations.