CFO Eyes | Executive KPI Dashboard

Ten KPIs every leadership team needs – on a single page.

Company	
Fiscal Year	FY2026
Currency	SEK
Units	Thousands
Prepared by	
Approved by	
Date	
Version	1.0

Workbook structure

Cover	Document metadata and workbook guide
Inputs	Monthly P&L, balance sheet & operational inputs (12 months)
Targets	Monthly targets per KPI
KPIs	Calculated KPIs by month – formulas only
Dashboard	One-page visual summary for board / leadership
Definitions	KPI definitions, formulas and source cells

Color coding

Blue text	Hardcoded inputs
Black text	Formulas / calculations
Green text	Cross-sheet links
Yellow background	Key assumption to update

Inputs – Monthly Data (FY2026)

Enter monthly figures in blue cells. All KPIs and Dashboard pull from this sheet.

Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FY Total
Revenue	4,200	4,350	4,500	4,600	4,700	4,800	4,500	4,600	4,900	5,100	5,300	5,500	**57,050**
COGS (variable)	1,680	1,740	1,800	1,840	1,880	1,920	1,800	1,840	1,960	2,040	2,120	2,200	**22,820**
Gross Profit (input or formula)	2,520	2,610	2,700	2,760	2,820	2,880	2,700	2,760	2,940	3,060	3,180	3,300	**34,230**
Operating Expenses	1,900	1,950	2,000	2,050	2,080	2,100	2,050	2,080	2,150	2,200	2,250	2,300	**25,110**
EBITDA	620	660	700	710	740	780	650	680	790	860	930	1,000	**9,120**
Depreciation & Amortisation	180	180	180	180	180	180	180	180	180	180	180	180	**2,160**
EBIT	440	480	520	530	560	600	470	500	610	680	750	820	**6,960**
Net Income	343	374	406	413	437	468	367	390	476	530	585	640	**5,429**
Cash & Equivalents (BS)	3,200	3,350	3,500	3,700	3,850	4,000	3,900	4,050	4,250	4,500	4,750	5,000	**48,050**
Trade Receivables (BS)	2,100	2,200	2,280	2,300	2,350	2,400	2,300	2,380	2,450	2,530	2,600	2,700	**28,590**
Inventory (BS)	1,400	1,450	1,500	1,480	1,500	1,520	1,480	1,500	1,550	1,600	1,650	1,700	**18,330**
Trade Payables (BS)	1,100	1,130	1,150	1,180	1,200	1,220	1,180	1,200	1,240	1,280	1,320	1,360	**14,560**
Total Equity (BS)	12,000	12,200	12,400	12,650	12,900	13,150	13,300	13,500	13,800	14,150	14,500	14,900	**159,450**
Total Debt (BS)	5,000	4,900	4,800	4,700	4,600	4,500	4,500	4,400	4,300	4,200	4,100	4,000	**54,000**
Headcount (FTE)	42	43	43	44	45	45	45	46	47	48	49	50	**50**
New Customers Won	12	14	13	15	17	16	14	15	18	19	20	22	**195**
Customers Lost (Churn)	3	2	4	3	2	3	4	2	3	2	3	2	**33**
Active Customers (end of month)	180	192	201	213	228	241	251	264	279	296	313	333	**333**

Monthly Targets per KPI

Set monthly target values per KPI. Used by Dashboard for attainment %.

KPI	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue Growth YoY	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Gross Margin	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%	60.0%
EBITDA Margin	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%	30.0%
Net Profit Margin	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%	20.0%
Operating Cash / Revenue	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%	18.0%
DSO (days)	50	50	50	50	50	50	50	50	50	50	50	50
DIO (days)	30	30	30	30	30	30	30	30	30	30	30	30
DPO (days)	35	35	35	35	35	35	35	35	35	35	35	35
Net Debt / EBITDA (x)	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x
Customer Churn %	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%

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.