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SAMPLE DELIVERABLE

KPI Dictionary Sample

10 metrics, each with one definition and one calculation, written so a finance lead and a developer read the same thing.

Where this comes from

The metrics are the ones a leadership team reads in the SenMinh reference build, a Power BI report for a fictional group of seven international schools. The group does not exist and its data is synthetic, generated by a script. Every definition below is the calculation the report actually runs, written out in plain words. There are no values, targets or results in this sample.

What a KPI Definition Audit adds on your data

- An inventory of the metrics leadership actually uses, and where each is calculated
- Every disagreement between reports traced to its cause
- A draft KPI dictionary for up to 10 priority metrics: one definition, one owner, one calculation
- What to standardise first, and what to retire

AUTHOR

Dat Tran, Enterprise Data & AI Analytics Architect

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CONTACT

dattran@ethancorp.com

www.ethancorp.com

The dictionary

SAMPLE FROM THE SENMINH REFERENCE BUILD · SYNTHETIC DATA

How to read it: the definition says what the metric means to the business; the calculation says exactly what is counted, including the edge cases people usually argue about. The notes in the calculation column are the ones that decide whether two reports agree.

#	KPI	Definition	Calculation	Unit	Better when	Source
01	**Enrolment**	Students on roll in the school year.	Count of enrolment records, one per student per school year.	Students	Higher	Enrolment records
02	**New intake**	Students who joined the group this school year as new intake.	Enrolment where the entry type is New intake. Internal transfers between schools are not new intake.	Students	Higher	Enrolment records
03	**Revenue**	Tuition plus other revenue (meals and boarding, uniform, insurance), on an accrual basis.	Tuition revenue + other revenue.	US$	Higher	Financials
04	**Operating margin**	The share of revenue left after all operating costs.	(Revenue − total cost) ÷ revenue. Total cost = staff + facility + recruitment + marketing + other operating cost.	%	Higher	Financials
05	**Retention**	The share of students who stay, not counting those who graduate.	1 − leavers ÷ (enrolment − graduates). Leavers include drop-outs, transfers out of the group and transfers to another school in the group.	%	Higher	Enrolment records
06	**Attendance**	The share of school days on which students were present.	Days marked present ÷ all recorded school days. Late, absent and excused all count as not present.	%	Higher	Daily attendance
07	**Collection rate**	The share of billed tuition actually collected.	Amount paid ÷ amount due. Amount due is after discounts.	%	Higher	Tuition billing
08	**Staff turnover**	The share of staff who left during the school year.	Staff who resigned or were terminated ÷ staff headcount for the year.	%	Lower	Annual staff records
09	**NPS**	Parents' Net Promoter Score, from the annual brand survey.	Average of each school's survey score (−100 to 100). Schools are averaged, not weighted by size.	Score	Higher	Brand survey
10	**Parent satisfaction**	How satisfied parents say they are, from the annual parent survey.	Average parent satisfaction score, one response per student per year.	Score	Higher	Parent survey

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EMAIL
dattran@ethancorp.com

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www.ethancorp.com

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