

KPI Definition Template

Frequentist.org

Section	Field	Description / Example
1. Strategic Context	Business Objective	<i>e.g., Increase long-term customer value.</i>
	The “So What?”	<i>If this drops 15%, we pause ad spend and audit the onboarding funnel.</i>
2. Definition	KPI Name	<i>e.g., 90-Day Repeat Purchase Rate</i>
	Indicator Type	<i>Lead / Lag / Diagnostic</i>
	Formula (Plain English)	<i>(Customers with >1 order in 90 days) / (Total customers acquired in period)</i>
3. Technical Logic	SQL / Code Snippet	<code>COUNT(DISTINCT CASE WHEN order_count > 1 . . .)</code>
	Data Grain	<i>Daily by Region, Category, and Customer Segment.</i>
	Update Frequency	<i>Daily (T+1)</i>
4. Thresholds	Green (Healthy)	<i>Baseline + 5% (moving average)</i>
	Amber (Warning)	<i>Within 2 Standard Deviations of Mean</i>
	Red (Critical)	<i>Outside 3 Standard Deviations (XmR Signal)</i>
5. Governance	Business Owner	<i>VP of Marketing (Accountable for the outcome)</i>
	Data Owner	<i>BI Team / Aleksei (Responsible for logic integrity)</i>
6. Interpretation	Common Variances	<i>Is fluctuations driven by “Mix” (new vs. old users) or “Volume”?</i>
	Action Trigger	<i>If Red: Notify CRM team to launch Win-back sequence.</i>

Source: [Frequentist.org](https://frequentist.org)