

## VAD

### Metrics for Business Analysis

Course Code	<b>22VA3BA1</b>	Course Method	Delivery	Class Room / Blended Mode
Credits		CIA Marks		<b>Nil</b>
No. of Lecture Hours / Week	05	Semester Marks	End Exam	50
Total Number of Lecture Hours	30	Total Marks		50
Course Focus	<b>Employability</b>	Entrepreneurship		<b>Skill Development.</b>

**Introduction:** Concept of Business Analytics , Business Analytics application , Importance of Business Analytics, Types of business analytics (Descriptive, Predictive ,Prescriptive and Diagnostic Analytics) . **( 6 Hours )**

**HR Metrics:** Absenteeism Rate, Career Progression Rate, Cost per Hire, Employee Development ROI, Employee Efficiency/Productivity, Employee Engagement Score, Employee Productivity, Employee Productivity, Employee Satisfaction Score, Employee Turnover Rate, Goal Completion Rater-to-Employee Ratio, Overtime Percentage, Promotion Rate, Retention Rate, Skill Acquisition Rate, Time to Fill (TTM), Training and Development ROI, Goal Achievement Rate, Employee Self-Assessment and Manager Assessment, 360-Degree Feedback Composite Score, Performance Improvement, Overall Performance Score.

**(8 Hours)**

**Marketing Metrics:** Customer Acquisition Metrics: Customer Acquisition Cost (CAC), Conversion Rate, Lead-to-Customer Conversion Rate, Churn Rate. Purchase Behavior Metrics: Average Order Value (AOV), Purchase Frequency, Basket Size, Cross-Selling and Up selling Metrics, Customer Satisfaction and Loyalty Metrics: Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Lifetime Value (CLV), Repeat Purchase Rate. Engagement and Interaction Metrics: Open Rate, Time on Site, Social Media Engagement

Referral Metrics: Referral Rate, Referral Revenue, Support and Service Metrics: Response Time, Resolution Time Customer Support Satisfaction. **(8 Hours)**

**Financial Metrics:** Operating Cash Flow, Accounts Payable Turnover, Earnings per Share, Unlevered & Levered Cash Flow, Free Cash Flow, Cash Conversion Cycle, Price-to-Earnings per Share Ratio, Return on Assets, Book Value per Share, Discounted Payback Period, Internal Rate of Return, Net Present Value, Future Value, Return on Equity, Price-to-Book Value Ratio, Price-to-Sales Ratio, Return on Investment, Break Even Point, Total-Debt-to-Assets Ratio, Price-to-Cash Flow Ratio, Payback Period, Total-Debt-to-Equity Ratio, Average Annual Growth Rate, , Degree of Financial Leverage, Compound Average Growth Rate, , Interest Coverage Ratio, Working Capital Ratio, Gross Profit Margin, Operating Profit Margin, Average Revenue per month, Quick Ratio, Current Ratio, Net Profit Margin, CAC, CLV. **(8 Hours)**