

On the Use of Capital Efficiency Metrics

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Market and Analytics

10.5%

What is the difference between the two?

Measuring effectiveness

Analytics for Decision Making

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WHICH WAY TO GO?

Equity

Equity is the state of being fair or impartial. It is the quality of being just or impartial, and is often used to describe a system or process that is designed to be fair to all parties involved.

Equity is a key component of social justice and is often used to describe a system or process that is designed to be fair to all parties involved.

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Promotion

Promotion



CUSTOMER FOCUS

CUSTOMER FOCUS

Service is a customer focus

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metrics

metrics

1. Data analysis
2. Performance measurement
3. Resource allocation
4. Risk management

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Mckinsey Global Institute (2011)

Mckinsey Global Institute (2011)

PEOPLE

PEOPLE

Profit

Intelligence

Intelligence

Data

Data

Information

Information

Good activity (4) p.40

Good activity (4) p.40

1850

1900

1950

2000

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What is the difference between the two?



Thecasesolutions.com WHICH WAY TO GO?

CUSTOMER FOCUS

Service with a smile

The response to the customer is always right

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Promotion

PROFIT

Marketing Mix

- 1. Product
- 2. Price
- 3. Place
- 4. Promotion

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metrics

Customer satisfaction is a key performance indicator (KPI) for many businesses. It is a measure of how well a company's products and services meet customer expectations.

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EQUITY

Equity is the value of an asset minus its liabilities. It is a measure of the net worth of an individual or a company.

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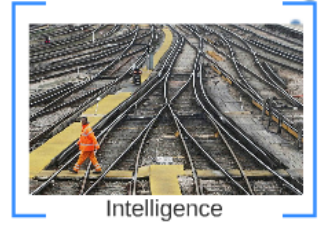


McKinsey Global Institute (2011)

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PLANT PEOPLE

PROFIT



Data

Information

Brand Positioning

Homework

Good activity (4) p.40

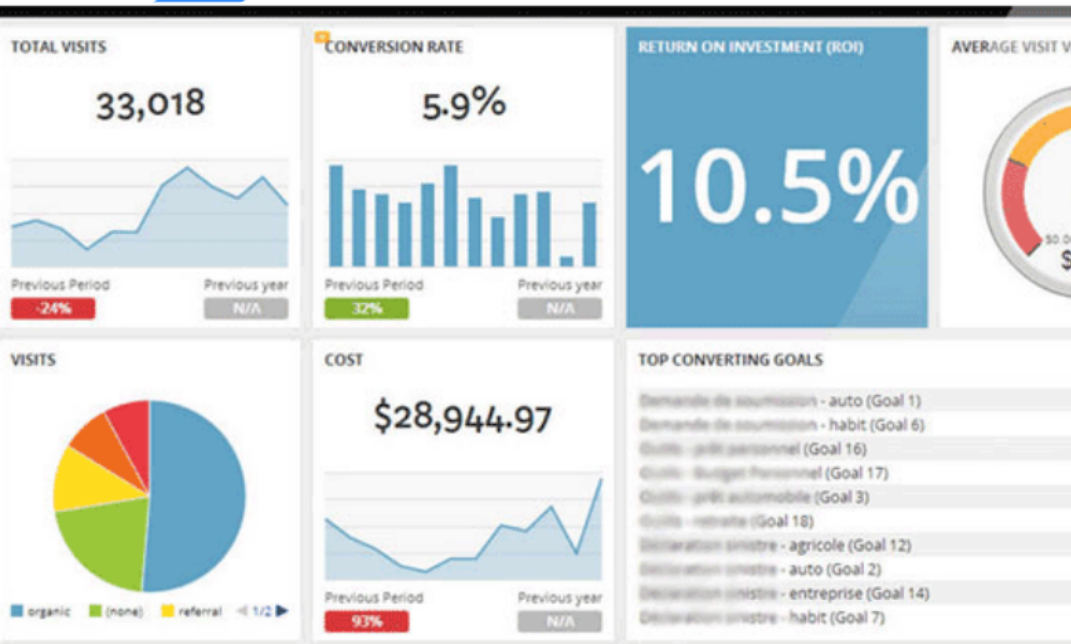
1850

1900

1950

Business Analytics

Metrics and Analytics



What is the difference between the two?

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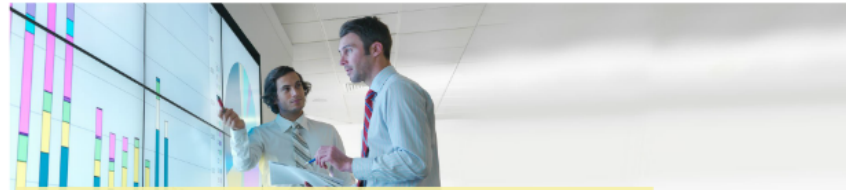


Metrics and Analytics



What is the difference between the two?

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**Analytics for
Decision Making**

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What is the difference between the

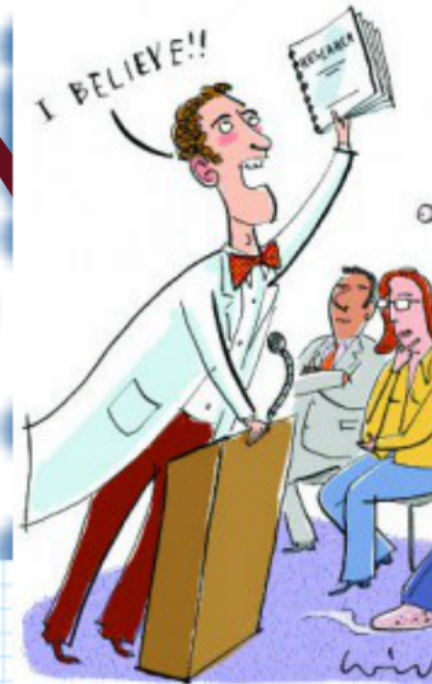
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Measuring Effectiveness



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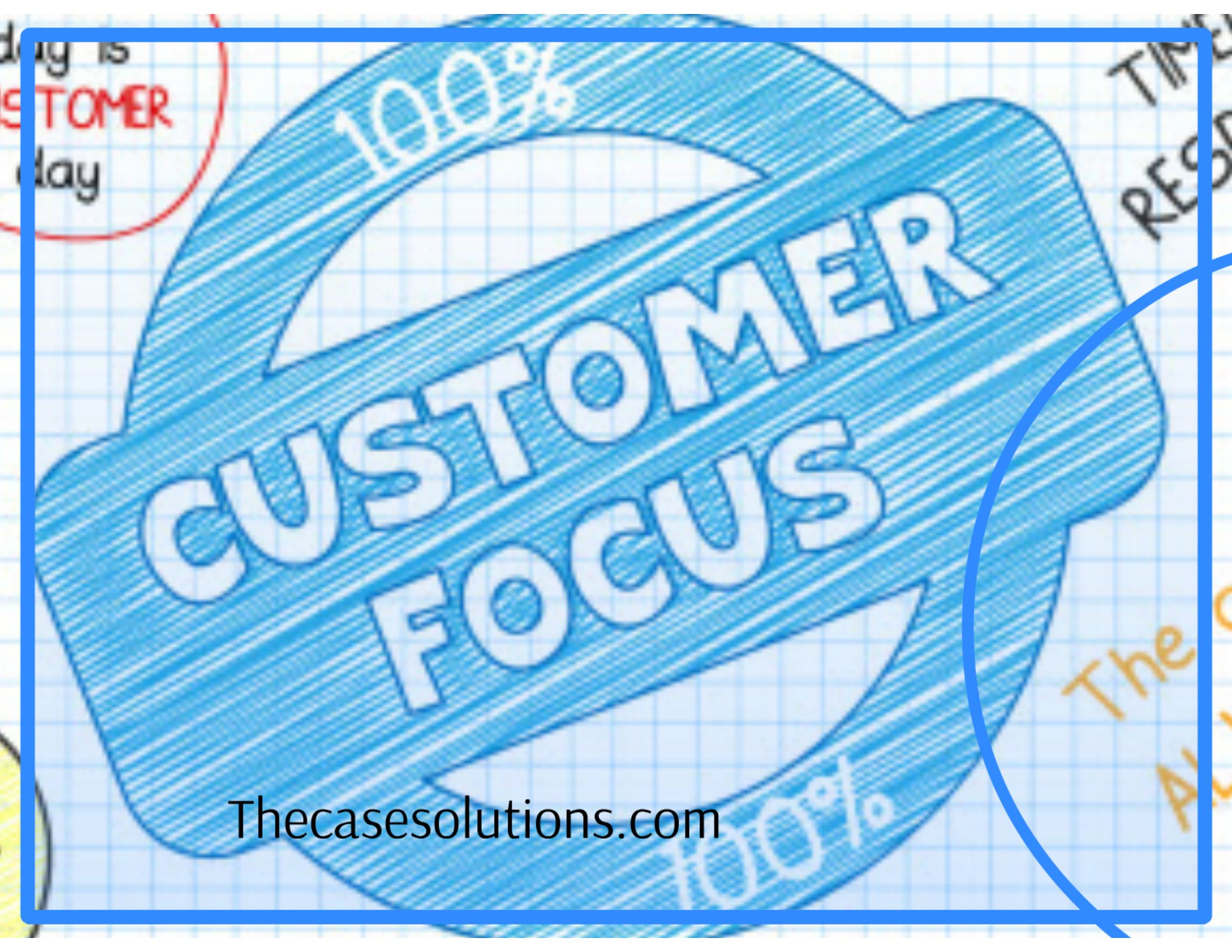


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The customer is
ALWAYS right

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