



	KEY METRIC	STATEMENT	EQUATION & YOUR NUMBERS	RESULTS	
CASH	1) <b>Cash &amp; Cash Equivalents</b> Line Item: <u>Cash &amp; Cash Equivalents</u>	Income   Balance   Cash Flow ●   ●   ●	No Equation	\$	
	2) <b>Cash from Operations</b> Line Item: <u>Cash from Operations</u>	Income   Balance   Cash Flow ●   ●   ●	No Equation	\$	
PROFIT	3) <b>Total Revenue</b> Line Item: <u>Total Revenue</u>	Income   Balance   Cash Flow ●   ●   ●	No Equation	\$	
	4) <b>Net Income</b> Line Item: <u>Net Income</u>	Income   Balance   Cash Flow ●   ●   ●	No Equation	\$	
	5) <b>Net Profit Margin</b> Line Item: <u>Net Income</u> Line Item: <u>Total Revenue</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{Net Income}}{\text{Total Revenue}} \right) \times 100$	Your Numbers $\left( \frac{\text{Net Income}}{\text{Total Revenue}} \right) \times 100$	%
ASSETS	6) <b>Equity Ratio</b> Line Item: <u>Total Shareholder Equity</u> Line Item: <u>Total Assets</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{Total Shareholder Equity}}{\text{Total Assets}} \right) \times 100$	Your Numbers $\left( \frac{\text{Total Shareholder Equity}}{\text{Total Assets}} \right) \times 100$	%
	7) <b>Return on Assets (ROA)</b> Line Item: <u>Net Income</u> Line Item: <u>Total Assets</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{Net Income}}{\text{Total Assets}} \right) \times 100$	Your Numbers $\left( \frac{\text{Net Income}}{\text{Total Assets}} \right) \times 100$	%
GROWTH	8) <b>Revenue Growth</b> Line Item: <u>Total Revenue</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{*This Year's Total Revenue}}{\text{*Last Year's Total Revenue}} - 1 \right) \times 100$	Your Numbers $\left( \frac{\text{This Year's Total Revenue}}{\text{Last Year's Total Revenue}} - 1 \right) \times 100$	%
	9) <b>Net Income Growth</b> Line Item: <u>Net Income</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{*This Year's Net Income}}{\text{*Last Year's Net Income}} - 1 \right) \times 100$	Your Numbers $\left( \frac{\text{This Year's Net Income}}{\text{Last Year's Net Income}} - 1 \right) \times 100$	%
	10) <b>Earnings Per Share (EPS) Growth</b> Line Item: <u>Diluted EPS</u>	Income   Balance   Cash Flow ●   ●   ●	Equation $\left( \frac{\text{*This Year's Diluted EPS}}{\text{*Last Year's Diluted EPS}} - 1 \right) \times 100$	Your Numbers $\left( \frac{\text{This Year's Diluted EPS}}{\text{Last Year's Diluted EPS}} - 1 \right) \times 100$	%

**PEOPLE:** Employee business decisions and customer preferences directly impact every aspect of financial performance.