KPI's Draft (Non-Sales):

Based on **SMART** framework *(Specific:Measurable:Achievable:Relevant:time bound)*
> KPI's review to be made bi-weekly or on a monthly basis
> Team lead or HOD/Project lead/Division Lead/Segment lead will be sharing input
> Weightage Output: X2 Average number based ranking if done Bi-weekly.

For Team lead: *Web based Projects*
Part A: Portal Based (50 Point Weight)

- [ ] **MTTR (Mean-time to repair) >** *Time to troubleshoot* = **05**
- [ ] **Traffic to MQL ratio >** *Potential prospects* = **03**
- [ ] **Traffic relevancy rate >** *Selective audience* = **03**
- [ ] **Portal Bounce rate >** *Platform exit* = **03**
- [ ] **Click through rate >** *Ads space response* = **03**
- [ ] **Avg. response time >** *User query support* = **02**
- [ ] **Net ticket escalation >** *Internal resolution* = **03**
- [ ] **Avg.listing rate >** *Daily content pace* = **03**
- [ ] **Content Compliance >** *Listing quality* = **03**
- [ ] **Daily user activity >** *time on-site* = **03**
- [ ] **Monthly user growth >** *Account Signups* = **03**
- [ ] **User experience rate >** *Web UX* = **03**
- [ ] **Content velocity rate >** *Upload ready* = **03**
- [ ] **Data pooling >** *Content arc.* = **05**
- [ ] **Data Archive cycle >** *Cloud storing/backup* = **05**

PART B: Lead Attributes (50 Point Weight)

- [ ] **Capacity utilisation >** *Lead skill usage* = **05**
- [ ] **Client onboarding input >** *Client/User signup* = **03**
- [ ] **Work Engagement index >** *Project Activeness* = **03**
- [ ] **Schedule variance >** *On-time vs Adjusted* = **03**
- [ ] **Availability rate >** *Absentism* = **04**
- [ ] **Correspondence >** *Senior reporting* = **03**
- [ ] **Resource utilisation >** *Team input* = **04**
- [ ] **Interruption handling >** *3F's* = **04**
- [ ] **Responsiveness >** *Situation counter* = **05**
- [ ] **Target achieve ratio >** *Project milestones* = **04**
- [ ] **Team Handling >** *Managing peers* = **04**
- [ ] **Task board mgmt. >** *Pre-Assignments* = **05**
- [ ] **Team resolution >** *Issues sorting* = **03**

KPI's Draft (Non-Sales):

Based on **SMART** framework *(Specific:Measurable:Achievable:Relevant:time bound)*
> KPI's review to be made bi-weekly or on a monthly basis
> Team lead or HOD/Project lead/Division Lead/Segment lead will be sharing input

For HOD: *Graphic Designing*
Part A: Digital based (50 Point Weight)

- ☐ **Time to first draft >** *Initial version* = **05**
- ☐ **Revision rate >** *Iteration count* = **05**
- ☐ **Rework rate >** *Design updation* = **05**
- ☐ **Referencing >** *Citation quality* = **05**
- ☐ **Content Quality index >** = **05**
- ☐ **Data pooling >** *Content Arc.* = **05**
- ☐ **Requirements brief >** Draft understanding = **05**
- ☐ **Production lead time >** *Project delivery* = **05**
- ☐ **Data Archive cycle >** *Cloud storing/backup* = **05**
- ☐ **Content Compliance >** *Source file sorting* = **05**

PART B: Head Attributes (50 Point Weight)

- ☐ **Capacity utilisation >** *Lead skill usage* = **04**
- ☐ **Technical Depth >** *Software understanding* = **04**
- ☐ **Work Engagement index >** *Project Activeness* = **03**
- ☐ **Schedule variance >** *On-time vs Adjusted* = **03**
- ☐ **Availability rate >** *Absentism* = **04**
- ☐ **Resource utilisation >** *Team Input* = **03**
- ☐ **Interruption handling >** *3F's* = **03**
- ☐ **Responsiveness >** *Situation counter* = **04**
- ☐ **Target achieve ratio >** *Project milestones* = **04**
- ☐ **Team Handling >** *Managing peers* = **04**
- ☐ **Aesthetic brief >** *Creative sense* = **04**
- ☐ **Correspondence >** *Senior reporting* = **04**
- ☐ **Task board mgmt. >** *Pre-Assignments* = **04**
- ☐ **Team issue resolution >** *Issues sorting* = **02**