

Business metric definition workbook

Define one metric so another analyst can reproduce it. Use fictional records and keep assumptions separate from agreed rules.

Define the metric

Metric name and decision purpose

Record unit and period

Counting rule or numerator

Denominator if applicable

Inclusions exclusions and missing cases

Authorised source and fields

Test and maintain the definition

Normal fictional example and result

Exception example and result

Missing information example and result

Differences found by a second reader

Limitations and unresolved questions

Owner version date and review

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