

How to use: Go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented gap in your reporting system.

Metric Selection & Profit Alignment

- 1 Can you name the last decision that a KPI report actually caused?
- 2 Is at least one true margin or contribution metric tracked, not just revenue?
- 3 Does every tracked KPI connect to a real profit or cost lever, not just activity?
- 4 Is your core metric set short enough to read on a single screen?
- 5 Have you mapped your recurring decisions before choosing what to measure?

Data Sources & Single View

- 6 Can you see a complete performance picture in one glance, not one hour?
- 7 Are your core metrics consolidated into a single view or screen?
- 8 Is the gap between an event happening and you seeing it measured in hours, not weeks?
- 9 Do metrics feed from where data lives, instead of manual exports and stitching?
- 10 Do you check your numbers as often as you should, without avoiding the assembly?

Reporting Cadence & Action

- 11 Does every displayed metric have a defined threshold that signals a problem?
- 12 Does every key metric have a named owner who acts when it crosses the line?
- 13 Is each report tied to a tracked decision, not produced out of habit?
- 14 Is report assembly automated so building it costs minutes, not days?
- 15 Is the review rhythm matched to how fast each metric changes and can be acted on?

Definitions & Consistency

- 16 Does each KPI have one written, canonical definition everyone uses?
- 17 When two people pull the same metric, do they get the same number?
- 18 Are metric definitions stable enough to compare performance across periods?
- 19 Is every change to a definition logged, dated, and applied to history?
- 20 Do different teams share metric definitions instead of each having their own?

Trust & Decision Use

- 21 Can any reader explain in one sentence how a key number was produced?
- 22 Does leadership trust the dashboards instead of reverting to gut in meetings?
- 23 Is your reporting simple enough that nobody quietly discounts the numbers?
- 24 Do you prune metrics and reports that drive no decisions on a regular basis?
- 25 Do major decisions reliably reference a trusted metric rather than instinct alone?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	Your reporting is decoration; decisions are running on gut or bad data
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Your reporting drives decisions; focus on monitoring and pruning

Book a free reporting audit at modonix.com/services. We identify your top 3 measurement gaps in one session. Written by Ahmed Abuswa, Modonix.com