



	KEY METRIC	STATEMENT	EQUATION & YOUR NUMBERS	RESULTS	
CASH	1) Cash & Cash Equivalents Line Item: <u>Cash & Cash Equivalents</u>	Income Balance Cash Flow ●	No Equation	\$	
	2) Cash from Operations Line Item: <u>Cash from Operations</u>	Income Balance Cash Flow ●	No Equation	\$	
PROFIT	3) Total Revenue Line Item: <u>Total Revenue</u>	Income Balance Cash Flow ●	No Equation	\$	
	4) Net Income Line Item: <u>Net Income</u>	Income Balance Cash Flow ●	No Equation	\$	
	5) Net Profit Margin 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) Equity Ratio 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) Return on Assets (ROA) 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) Revenue Growth 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) Net Income Growth 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) Earnings Per Share (EPS) Growth 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.