

Common Metrics for a Service-Based Business

- **Utilization Rate:**
 - For service-based businesses, measuring how efficiently you utilize your workforce or resources is critical. This metric helps gauge how effectively you're delivering services.
- **Billable Hours:**
 - If you charge clients based on time spent, tracking billable hours is essential for revenue and profit monitoring.
- **Customer Retention:**
 - High quality service often leads to repeat business and long-term client relationships. Customer retention rates and client satisfaction are crucial metrics.
- **Service Profit Margins:**
 - Understanding the profitability of each service offered is vital, as different services may have different cost structures and pricing.
- **Average Revenue Per Client:**
 - Measure the average amount of revenue generated from each client or project. This metric can help identify opportunities for upselling or cross-selling.
- **Client Acquisition Cost:**
 - Calculate the cost of acquiring new clients or projects. This is important for evaluating the efficiency of your marketing and sales efforts.