

WEEKLY KPI SCORECARD

# Professional Services KPI Scorecard

The 8 numbers every professional services owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p><b>1 Effective Hourly Rate</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Billable revenue} \div \text{total hours worked (incl. non-billable)}</math></p> <p>Above \$150/hr</p> <p>The truest profitability measure — billable rate is fiction without this.</p>	<p><b>5 Pipeline Coverage</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Weighted pipeline} \div \text{next-quarter target}</math></p> <p>3-5x</p> <p>Below 3x = sales risk; above 5x = forecasting bloat.</p>
<p><b>2 Utilization Rate</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Billable hrs} \div \text{available hrs}</math></p> <p>65-80%</p> <p>Below 65% = staffing bloat; above 80% = burnout and quality drop.</p>	<p><b>6 Average Project Size</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Revenue} \div \text{engagements}</math></p> <p>Trending up</p> <p>Flat means you're scaling staffing, not expertise.</p>
<p><b>3 Realization Rate</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Billed \\$} \div (\text{standard rate} \times \text{hours worked})</math></p> <p>Above 85%</p> <p>Below 85% means you're discounting after the fact, often unconsciously.</p>	<p><b>7 Days Sales Outstanding</b></p> <p>HEALTHY RANGE</p> <p><math>(\text{AR} \div \text{revenue}) \times \text{days}</math></p> <p>Under 50 days</p> <p>Pro services has the worst DSO discipline of any sector — fix first.</p>
<p><b>4 Project Margin</b></p> <p>HEALTHY RANGE</p> <p><math>(\text{Project revenue} - \text{fully-loaded labor}) \div \text{revenue}</math></p> <p>Above 35%</p> <p>Without it, a good year hides losing engagements.</p>	<p><b>8 Revenue per Full-Time Employee</b></p> <p>HEALTHY RANGE</p> <p><math>\text{Revenue} \div \text{FTE count}</math></p> <p>\$200K-\$400K</p> <p>The simplest valuation lever; growth without it isn't real growth.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

SCHEDULE A CALL →