|  |  |  |
| --- | --- | --- |
| **Business Analysis Summary: Key performance Indicators and ratios** | | |
| Average project duration |  | months |
| Project provenance | 1 Repeat Client  2 Friend / Family  3 Recommendation  4 Website  5 Competition  6 Don't know | %  %  %  %  %  % |
| Client type | 1 Private / domestic  2 Developer  3 Public sector  4 Institutional  5  6 | %  %  %  %  %  % |
| Average build cost |  | £ |
| Construction value ranges from | £ | to £ |
| Average fee per project | £ | % |
| High Fees go with  Low fees go with |  | projects  projects |
| Profitable projects  OK projects  unprofitable projects  No fee | %  %  %  % | of total |
| Average size |  | m2 |
| Project size range from | m2 | to m2 |
| Sectors – calculate proportion of fee earned | 1 Residential  2 Education  3 Offices  4 Healthcare  5 Retail  6 Leisure  7  8  9  10 | %  %  %  %  %  %  %  %  %  % |
| RIBA work stages | Feasibility  Scheme Design  Planning  Detail Design  Construction | %  %  %  %  % |
| Excellent design  OK design  Poor design | %  %  % | Correlate with fee earned, or project type – look for patterns and summarise findings |
| Listed Building | % | of total |
| Conservation Area | % | of total |
| Number of planning applications | % | Correlate with fee earned – and draw any conclusion |
| Planning success | % | of applications |
| Focus / service | Strategic development Plan  Master plan  Architecture  Interior Design  Master Planning  Planning Permission  Landscape Design  Project Management  Site supervision | %  %  %  %  %  %  %  %  % |
| Total fee income by month | Express as a graph or bar chart | From when you started up |
| January  February  March  April  May  June  July  August  September  October  November  December | £  £  £  £  £  £  £  £  £  £  £  £ |  |