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| --- |
| **Business Analysis Summary: Key performance Indicators and ratios** |
| Average project duration |  | months |
| Project provenance | 1 Repeat Client2 Friend / Family3 Recommendation4 Website5 Competition6 Don't know | %%%%%% |
| Client type | 1 Private / domestic2 Developer3 Public sector4 Institutional5 6 | %%%%%% |
| Average build cost |  | £ |
| Construction value ranges from | £ | to £ |
| Average fee per project | £ | % |
| High Fees go withLow fees go with |  | projectsprojects |
| Profitable projectsOK projectsunprofitable projectsNo fee | %%%% | of total |
| Average size  |  | m2  |
| Project size range from | m2 | to m2 |
| Sectors – calculate proportion of fee earned | 1 Residential2 Education3 Offices4 Healthcare5 Retail6 Leisure78910 | %%%%%%%%%% |
| RIBA work stages | FeasibilityScheme DesignPlanningDetail DesignConstruction | %%%%% |
| Excellent designOK designPoor 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 PlanMaster planArchitectureInterior DesignMaster PlanningPlanning PermissionLandscape DesignProject ManagementSite supervision | %%%%%%%%% |
| Total fee income by month | Express as a graph or bar chart | From when you started up |
| JanuaryFebruary MarchApril May June July August September October November December  | ££££££££££££ |  |