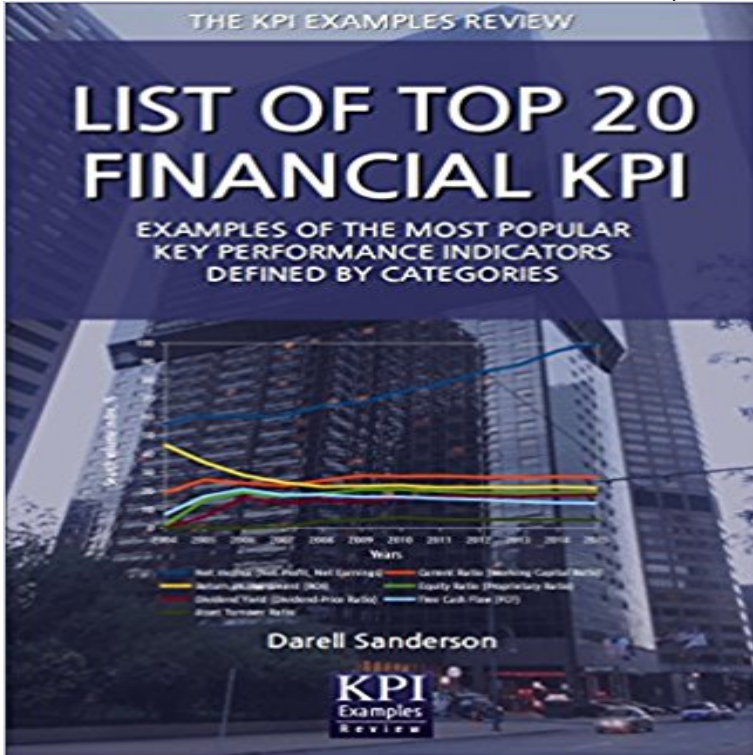


# List of Top 20 Financial KPI: Examples of the Most Popular Key Performance Indicators Defined by Categories



In this report we define the list of top 20 financial indicators based on web search data in 2015. All financial KPI were divided by the seven categories of indicators: profit measures, cash flow measures, profitability ratios, liquidity ratios, solvency ratios, efficiency ratios and capital market ratios (Chapter 2). The most popular financial KPI in their categories were: net income (profit measures), return on investment (profitability ratios), free cash flow (cash flow measures), current ratio (liquidity ratios), equity ratio (solvency ratios), asset turnover ratio (efficiency ratios) and dividend-price ratio (capital market ratios). For each of the top 20 financial KPI were defined their popularity in different countries, their formulas and calculation examples (Chapter 3). In all our calculations we used the official financial statements of Siemens AG for the fiscal years ended september 30, 2014 and 2013, namely the consolidated statements of income (D.1), financial position (D.3), cash flows (D.4), changes in equity (D.5), notes to consolidated financial statements (D.6) and others. As an example, in this report we have also demonstrated the financial performance system of Siemens AG (Appendix I). In this book you can find information related to such topics as the following: financial ratios formula, financial ratios formulas, financial ratios list, financial ratios pdf, financial ratios analysis example, financial ratio analysis example, financial ratios formulas and explanations, what are profitability ratios, profitability ratios formula, key ratios for financial analysis, financial indicators examples, financial performance measures examples, financial kpi list, kpi finance department, kpi for finance department, kpi for finance manager.

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