SMILE

Metric	Definition	Formula	Category
A/B Test Lift (%)	Difference between test and control.	(Test – Control) ÷ Control × 100	Optimization
Accuracy (%)	% of verified correct records.	Verified ÷ Total × 100	Data Quality
Ad Frequency	Average number of times each user saw an ad.	Impressions ÷ Reach	Awareness
Ad Quality / Relevance Score	Platform diagnostic reflecting ad relevance and engagement expectation (scale 0–10).	Provided by Meta / Google Ads	Awareness / Ads Diagnostics
AI Review Rate (%)	% AI outputs reviewed by humans.	Reviewed ÷ Total AI Outputs × 100	Ethics
AI Review Rate (%)	% of AI outputs reviewed by humans.	Reviewed ÷ Total AI Outputs × 100	Ethics
Amplification Rate (%)	% of content reshared.	Reshares ÷ Original Posts × 100	Network
Automation Efficiency (%)	% of analytics processes automated.	Automated ÷ Total Tasks × 100	Reporting
Average Order Value (AOV)	Average revenue per transaction.	Revenue ÷ Orders	Commerce
Average Session Duration	Average time spent on site.	Total Session Time ÷ Sessions	Web / Behavior
Average View Duration	Mean time each user watches.	Total Watch Time ÷ Views	Video
Average View Duration (Seconds)	Mean time viewed per video.	Total Watch Time ÷ Views	Video
Awareness Lift (%)	% increase in brand recall or recognition.	(Post – Pre) ÷ Pre × 100	Awareness
Betweenness Centrality	Frequency a user bridges others.	Σ (Shortest Paths through Node ÷ Total Paths)	Network
Bias Detection Rate (%)	% of biased models detected.	Biased ÷ Total Models × 100	Ethics
Bounce Rate (%)	% of users who leave after one page.	Single-Page Sessions ÷ Total Sessions × 100	Web / Behavior
Budget Efficiency (%)	% of spend optimized on top performers.	Optimal Spend ÷ Total Spend × 100	Optimization
Budget Efficiency (%)	% of spend devoted to top-performing channels.	Optimal Spend ÷ Total Spend × 100	Optimization / Economics
Cart Abandonment Rate (%)	% of carts not converted to purchases.	(Carts – Purchases) ÷ Carts × 100	Commerce
Checkout Conversion Rate (%)	% of checkouts resulting in purchases.	Purchases ÷ Checkouts × 100	Commerce
Churn Rate (%)	% of users lost.	Lost ÷ Starting Users × 100	Retention
Click-Through Rate (CTR)	% of impressions that generated clicks.	Clicks ÷ Impressions × 100	Engagement / Traffic
Clicks	Total link or ad clicks.	–	Conversion
Clustering Coefficient	Cohesion among neighbors.	2 × Links_between_neighbors ÷ k(k–1)	Network

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Metric	Definition	Formula	Category
Collaboration Index (%)	Cross-departmental project share.	Cross-Team ÷ Total Projects × 100	Culture
Completeness (%)	% of fields filled.	Non-null ÷ Total × 100	Data Quality
Completion Rate	% of users who watched a video to the end.	Completed Views ÷ Total Views × 100	Video
Consistency (%)	% of standardized fields.	Conforming ÷ Total × 100	Data Quality
Conversion Lift (%)	% improvement in conversion rate.	(CRtest – CRbase) ÷ CRbase × 100	Optimization
Conversion Rate (CR)	% of clicks leading to conversions.	Conversions ÷ Clicks × 100	Conversion
Conversions	Number of goal completions (purchase, signup, etc.).	–	Conversion
Correction Rate (%)	% of cleaned records.	Corrected ÷ Total × 100	Data Quality
Cost per Acquisition (CPA)	Cost to acquire one conversion.	Spend ÷ Conversions	Conversion
Cost per View (CPV)	Average cost of each video view.	Spend ÷ Views	Video
Crisis Velocity	Rate of increase in negative mentions.	Δ Negative Mentions ÷ Time	Sentiment
Crisis Velocity	Speed of change in negative sentiment.	Δ Negative Mentions ÷ Time	Sentiment
CSAT (Customer Satisfaction Score)	Mean satisfaction rating on a 1–5 scale.	Σ Scores ÷ Responses	Customer Care
CSAT (Customer Satisfaction)	Avg. satisfaction rating (1–5 scale).	Σ Scores ÷ Responses	Customer Care
Customer Acquisition Cost (CAC)	Average ad cost per new customer.	Ad Spend ÷ New Customers	Commerce / Conversion
Customer Acquisition Cost (CAC)	Average cost to acquire a new customer.	Ad Spend ÷ New Customers	Conversion / Finance
Customer Lifetime Value (CLV)	Total projected value of a customer.	Avg. Purchase Value × Purchase Frequency	Conversion / Finance
Dashboard Adoption Rate (%)	% of staff regularly using dashboards.	Active ÷ Eligible Users × 100	Reporting
Data Health Index (DHI)	Overall data quality score.	(Accuracy + Completeness + Consistency + Timeliness + Validity) ÷ 5	Data Quality
Data Literacy Rate (%)	% of trained employees.	Trained ÷ Total × 100	Culture
Data Maturity Score	Composite score of analytics maturity.	(Accessibility + Literacy + Integration + Accountability + Innovation) ÷ 5	Culture
Data Privacy Compliance (%)	% datasets compliant with privacy rules.	Compliant ÷ Total × 100	Ethics
Data Utilization Rate (%)	% of decisions made using data.	Data-Based ÷ Total Decisions × 100	Culture

Metric	Definition	Formula	Category
Decision Speed Improvement (%)	Reduction in time for decisions.	(Baseline – Current) ÷ Baseline × 100	Culture
Degree Centrality	Number of direct connections per user.	Count of Links per Node	Network
Diffusion Rate	Message spread speed.	Shares ÷ Time Interval	Network
Duplicate Rate (%)	% of repeated records.	Duplicates ÷ Total × 100	Data Quality
Effective CPM (eCPM)	Normalized cost to reach 1,000 impressions.	Revenue ÷ Impressions × 1,000	Awareness
Eigenvector Centrality	Influence weighted by others' importance.	$\alpha\Sigma$ Neighbor EC	Network
Emotion Balance Index (EBI)	Ratio of positive to negative emotions.	Pos ÷ Neg Emotions	Sentiment
Engagement Lift (%)	% increase in engagement rate.	(ERtest – ERbase) ÷ ERbase × 100	Optimization
Engagement Rate (ER)	% of users who interacted with content.	Engagements ÷ Impressions × 100	Engagement
Engagement Value Index (EVI)	Weighted value of engagement types.	(Likes×1 + Comments×2 + Shares×3)	Engagement
Engagement Value Index (EVI)	Weighted score assigning different values to engagement types.	(Likes×1 + Comments×2 + Shares×3)	Engagement
Engagement-to-Conversion Ratio	Relationship between engagement and sales actions.	Engagements ÷ Conversions	Engagement
Engagements	Total user interactions (likes, shares, comments, saves).	–	Engagement
Ethical Approval Rate (%)	% projects passing ethical review.	Approved ÷ Total × 100	Ethics
Ethics Training Completion (%)	% of employees completing ethics training.	Certified ÷ Total Employees × 100	Ethics
Fairness Index (%)	Equality in treatment across user groups.	1 – Disparity Ratio	Ethics
Fairness Index (%)	Measure of equality of treatment across groups.	1 – Disparity Ratio	Ethics
Gross Profit Margin (%)	% of revenue retained after COGS.	(Revenue – COGS) ÷ Revenue × 100	Commerce
Human Oversight Ratio (%)	% automated workflows reviewed by humans.	Human Reviewed ÷ Automated × 100	Ethics
Impression Efficiency (Reach Efficiency)	Cost-effectiveness of impressions relative to spend.	Impressions ÷ Spend	Awareness
Impression Share (%)	% of available impressions captured.	Impressions ÷ Eligible Impressions × 100	Awareness
Impressions	Total number of times content was displayed.	–	Awareness
Influence Score	Weighted index of reach + engagement + centrality.	(EC×w1 + BC×w2 + Reach×w3)	Network

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Metric	Definition	Formula	Category
Innovation Rate (%)	% of new initiatives driven by analytics.	Analytics-Driven ÷ Total Initiatives × 100	Culture
Insight-to-Action Ratio	% of insights implemented.	Actions ÷ Insights × 100	Reporting
LTV:CAC Ratio	Relationship between value and acquisition cost.	CLV ÷ CAC	Conversion / Finance
MAPE (%)	Mean absolute percentage error.	Σ	Optimization / Forecasting
MAPE (%)	Mean absolute % error of forecast.	Σ	$y–\hat{y}$
Median Response Time (hh:mm)	Time required to answer user queries.	Platform-measured	Customer Care
Narrative Impact Score	% of reports influencing decisions.	Actions ÷ Reports × 100	Reporting
Negative Sentiment (%)	% of comments negative.	Negative ÷ Total × 100	Sentiment
Net Promoter Score (NPS)	Promoters – Detractors (%).	(%Promoters – %Detractors)	Customer Care
Net Promoter Score (NPS)	% Promoters – % Detractors.	(%Promoters – %Detractors)	Customer Care
Network Density (%)	Actual ÷ possible connections.	Actual Links ÷ Possible Links × 100	Network
Optimization Gain (%)	Improvement from baseline.	(Optimized – Baseline) ÷ Baseline × 100	Optimization
Organizational Transformation Score	Composite measure of data-driven integration.	(Maturity + Literacy + Integration + Ethics + Performance) ÷ 5	Culture
Outlier Rate (%)	% of abnormal data points.	Outliers ÷ Total × 100	Data Quality
Pages per Session	Avg. pages viewed per session.	Total Pages ÷ Sessions	Web / Behavior
Performance Index (Composite)	Weighted awareness-engagement-conversion score.	(Awareness×w1 + Engagement×w2 + Conversion×w3)	Reporting
Positive Sentiment (%)	% of comments positive.	Positive ÷ Total × 100	Sentiment
Predictive Accuracy (%)	Accuracy of forecast models.	Correct Predictions ÷ Total × 100	Optimization
Predictive Accuracy (%)	% of model predictions matching outcomes.	Correct ÷ Total × 100	Optimization / Diagnostics
Quartile View-Through (%)	% of users reaching each quartile of a video.	Views to Quartile ÷ Starts × 100	Video
R² (Model Fit)	Variance explained by regression model.	Explained ÷ Total Variance	Optimization
R² (Model Fit)	Portion of variance explained by model.	Explained ÷ Total Variance	Optimization / Modeling
Reach	Number of unique users who viewed a post or ad.	–	Awareness
Reach Efficiency	Cost-efficiency in reaching unique users.	Reach ÷ Spend	Awareness

Metric	Definition	Formula	Category
Reach-per-Dollar (Reach Efficiency – alt)	Unique users reached per unit spend.	Reach ÷ Spend	Awareness
Refresh Delay (hrs)	Delay between expected & actual refresh.	Actual – Scheduled	Data Quality
Refund Rate (%)	% of orders refunded.	Refunds ÷ Orders × 100	Commerce
Refund Rate (%)	% of orders refunded.	Refunds ÷ Orders × 100	Commerce / Conversion
Response Rate (%)	% of incoming messages answered.	Replies ÷ Messages × 100	Customer Care
Response Time (hrs)	Median time to respond to a user.	–	Customer Care
Retention Rate (%)	% of returning users.	Returning ÷ Total Users × 100	Retention
Return on Ad Spend (ROAS)	Revenue generated per ad dollar.	Revenue ÷ Ad Spend	Conversion / Finance
Return on Investment (ROI)	Profit relative to total cost.	(Net Profit ÷ Investment) × 100	Conversion / Finance
Revenue per Session (RPS)	Average revenue generated per web visit.	Revenue ÷ Sessions	Commerce
Revenue per Session (RPS)	Average revenue earned per website session.	Revenue ÷ Sessions	Commerce / Conversion
Risk Mitigation Index (%)	Effectiveness in resolving ethical risks.	(Identified – Unresolved) ÷ Identified × 100	Ethics
RMSE (Model Error)	Root mean squared prediction error.	$\sqrt{\Sigma(y-\hat{y})^2 \div n}$	Optimization
RMSE (Model Error)	Root mean square error of predictions.	$\sqrt{\Sigma(y-\hat{y})^2 \div n}$	Optimization / Forecasting
ROI from Analytics (%)	Return from analytics initiatives.	Profit from Analytics ÷ Analytics Investment × 100	Culture
Save Rate	% of users who saved content.	Saves ÷ Impressions × 100	Engagement
Sentiment Index	Net tone score.	(Positive – Negative) ÷ Total × 100	Sentiment
Sentiment Score	Avg. polarity of comments/posts.	Σ Polarity ÷ Comments	Sentiment
Share of Positive Voice (SPoV)	Portion of total category *positive* mentions that belong to the brand.	Positive Brand Mentions ÷ Total Category Positive × 100	Awareness / Listening
Share of Voice (SOV)	% of category mentions captured by a brand.	Brand Mentions ÷ Category Mentions × 100	Awareness / Listening
Share Rate	% of users who shared content.	Shares ÷ Impressions × 100	Engagement
ThruPlay Rate	% of impressions resulting in 15+ sec views.	ThruPlays ÷ Impressions × 100	Video

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Metric	Definition	Formula	Category
ThruPlay Rate (Meta)	% of impressions producing a 15-second or full-view play.	ThruPlays ÷ Impressions × 100	Video
Time-to-Insight (hrs)	Time from data to decision.	Insight Time – Data Availability	Optimization
Time-to-Insight (hrs)	Duration from data capture to actionable output.	Insight Time – Data Available	Optimization / Time
Timeliness (%)	% of updates on time.	On-Time ÷ Total × 100	Data Quality
Topic Prevalence (%)	% of mentions on a specific theme.	Topic Mentions ÷ Total × 100	Sentiment
Topic Prevalence (%)	% of total mentions about a theme.	Topic Mentions ÷ Total × 100	Sentiment
Transparency Index	Measure of openness in reporting.	(Disclosure + Accessibility + Documentation) ÷ 3	Ethics
Unique CTR (uCTR)	% of unique users who clicked.	Unique Clicks ÷ Reach × 100	Engagement / Traffic
Validity (%)	% of values within allowed range.	Valid ÷ Total × 100	Data Quality
Video Quartile View-Through (25 / 50 / 75 / 100%)	% of viewers reaching each quarter of the video.	Views at Quartile ÷ Starts × 100	Video
Video View Rate (VR)	% of impressions converted into video views.	Views ÷ Impressions × 100	Video
Visualization Clarity Index (VCI)	% of users interpreting visuals correctly.	Correct Interpretations ÷ Viewers × 100	Reporting
Watch Time (min)	Total minutes watched.	Σ View Durations	Video
Word Frequency Index (WFI)	Normalized keyword appearances.	Keyword Count ÷ Total Words × 1,000	Sentiment