



SME KPI DASHBOARD GUIDE - 2026 Edition

FEEL GOOD - OUTPERFORM YOUR COMPETITORS!

A practical starter guide to choose, track, and review the KPIs that matter.

Provided by Allegra Accounting (Pty) Ltd (www.allegra-accounting.co.za)



Time to complete: ~30 minutes | Output: a clear top-3 action list

Did you know?

Most SMEs track dozens of numbers every month, but still feel uncertain about whether the business is truly healthy—because they are measuring the wrong things or measuring the right things too late. This guide helps you build confidence in understanding your financial health.

Allegra Accounting consistently sees the same high-risk failure patterns:

- **Vanity Metrics:** Tracking revenue growth while ignoring cash conversion, debtor days, or gross profit margin erosion.
- **Spreadsheet Chaos:** KPIs scattered across multiple files, versions, and formats—making it impossible to spot trends or compare month-on-month performance.
- **No Early Warning System:** Discovering problems (like cash flow shortfalls or profitability drops) only after they have already caused operational damage.

This guide helps you identify which financial KPIs actually matter for your business, how to structure a simple dashboard that updates in minutes (not hours), and where to focus your attention each month to stay ahead of risk. This process is designed to make you feel more in control.

This guide helps identify any gaps in your KPI system.

Quick Start (3 steps)

1. Work through the document once, honestly, without overthinking it.
2. Prioritise your top KPI categories.
3. Mark gaps that you have in identifying the data for KPI measurements. Add to your action list.

If you want a second opinion, request a **free 15-minute review** to confirm priorities and next steps.

Book your free KPI Dashboard Review Call: [👉 CLICK HERE.](#)

1. WHY KPIs MATTER FOR SMEs

Most SMEs are busy, but not consistently profitable. KPIs turn noise into clarity. The right dashboard helps you:

- See if you are really making money.
- Spot cash flow issues before they become crises.
- Measure whether growth is actually healthy.
- Communicate clearly with partners, banks, and staff.

2. CORE KPI CATEGORIES

We recommend grouping your KPIs into four simple categories:

Category A. Revenue & Profitability	Category B. Cash & Collections	Category C. Efficiency & Growth	Category D. Risk & Resilience
Are you making money? Track sales, margins, and bottom-line profit.	Do you have cash when you need it? Monitor cash position and payment cycles.	Are you growing sustainably? Measure productivity, client value, and cost control.	Can you survive a shock? Track compliance status and financial runway.
Monthly Revenue — Total sales for the month	Cash Balance — Cash on hand/bank	Revenue per Employee — Rev / Staff	Tax & Compliance Status — Green / Amber / Red
Gross Margin % — (Rev - Costs) / Rev	Debtor Days — The time customers take to pay	Profit per Client / Project — Net profit by unit	Cash Runway (Months) — Survival time at current cost
Net Profit % — Net Profit / Rev	Creditor Days — The time you take to pay suppliers	Overheads % — OpEx / Revenue	

3. TYPICAL KPI DASHBOARD STRUCTURE (EXCEL / GOOGLE SHEETS)

Sheet 1: RAW DATA (from your accounting system) – Typical

We recommend the following structure:

Month	Revenue	Direct Costs	Overheads	Net Profit	Debtors	Creditors	Cash Balance	Employees
2025-09	450,000	220,000	150,000	80,000	310,000	180,000	120,000	9
2025-10	480,000	235,000	155,000	90,000	295,000	175,000	135,000	9
2025-11	510,000	250,000	165,000	95,000	330,000	190,000	110,000	10
2025-12	530,000	255,000	170,000	105,000	320,000	200,000	150,000	10

Sheet 2: KPI CALCULATIONS – Typical

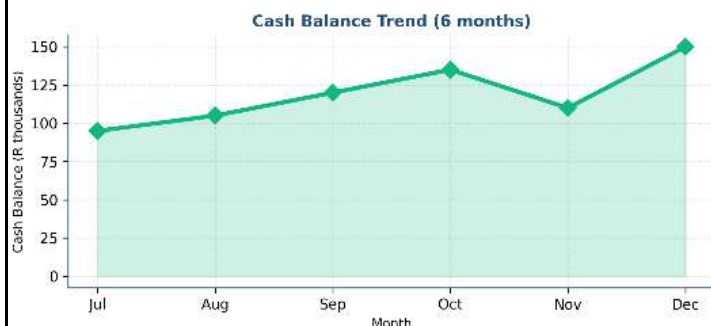
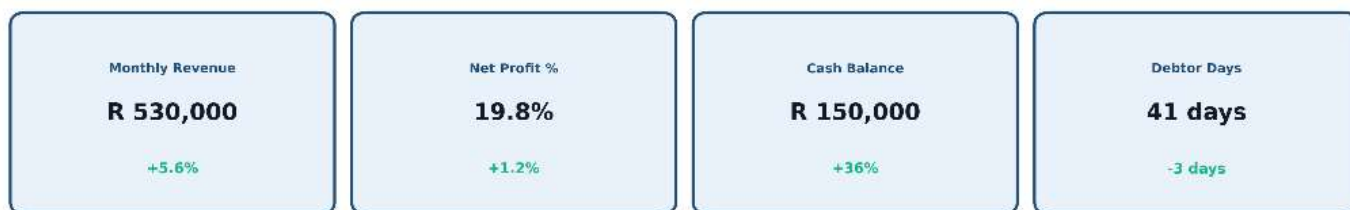
We recommend the following structure:

Month	Gross Margin %	Net Profit %	Debtor Days	Creditor Days	Revenue/Employee	Overheads %	Cash Runway (Months)
2025-09	51.1%	17.8%	42	30	50,000	33.3%	0.8
2025-10	51.0%	18.8%	39	29	53,333	32.3%	0.9
2025-11	51.0%	18.6%	44	31	51,000	32.4%	0.7
2025-12	51.9%	19.8%	41	32	53,000	32.1%	0.9

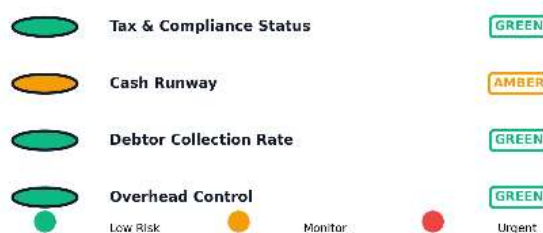
Sheet 3: DASHBOARD VIEW – TYPICAL STRUCTURE

Sheet 3: DASHBOARD VIEW - Example Layout

TOP BAR: HEADLINE KPIs



TRAFFIC LIGHTS: Risk KPIs



We recommend the following structure:

- Top Bar (4–5 headline KPIs): Revenue, Net Profit %, Cash Balance, Debtor Days.
- Trend Charts: Revenue, Profit, and Cash over the last 6–12 months.
- Traffic Lights: Green/Amber/Red indicators for key risk KPIs (e.g., tax status, cash runway).

4. HOW TO REVIEW YOUR DASHBOARD EACH MONTH

Use a simple 20–30 minute monthly review:

1. Look at the 3–5 KPIs that changed the most.
2. Ask: Why did this move? Is it good or bad?
3. Identify 1–3 actions for the next month (e.g., collect debtors faster, reduce specific costs, adjust pricing).
4. Share a summary with your team or partner.

Tip: The goal is not a perfect dashboard. The goal is to make better decisions consistently.

5. COMMON KPI MISTAKES TO AVOID

These are the common mistakes to avoid:

- ⚠ Tracking too many KPIs that no one reads.
- ⚠ Focusing only on revenue and ignoring profit and cash.
- ⚠ Not standardising data sources (manual, error-prone updates).
- ⚠ Never linking KPIs to actions or accountability.

RECOMMENDED NEXT STEP

List Your Top 3 Actions to set up your KPI system:

Once you've built or sketched your first KPI dashboard, book a free KPI & Dashboard Review. We'll review your current KPIs against your business goals, suggest which metrics matter most for your industry, identify gaps in your data or reporting structure, and show you how Allegra can build and maintain a complete dashboard for you.

This review is free and obligation-free.

Book your free Discovery Call - 🖱️ [CLICK HERE.](#)



- 🌐 Web: www.allegra-accounting.co.za
- ✉ Email: hello@allegra-accounting.co.za
- 💬 [WhatsApp](#)
- in [LinkedIn](#)
- f [Facebook](#)

Allegra Accounting & Tax Services (Pty) Ltd

Please note: Free consultations are available only when the client provides sufficient, up-to-date information. If this information is unavailable, Allegra may first need to bring the company up to date to enable an adequate review.