

WEEKLY KPI SCORECARD

Construction KPI Scorecard

The 8 numbers every construction owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p>1 Gross Profit Margin per Job</p> <p>HEALTHY RANGE</p> <p>$(\text{Revenue} - \text{Direct Costs}) \div \text{Revenue}$</p> <p>18 - 28%</p> <p>Below this, the job lost money before overhead — and you'll find out too late.</p>	<p>5 Days Sales Outstanding (DSO)</p> <p>HEALTHY RANGE</p> <p>$(\text{Accounts receivable} \div \text{revenue}) \times \text{days}$</p> <p>Under 45 days</p> <p>Every extra day is a free loan to your customer — and a gap in your payroll account.</p>
<p>2 Backlog (Weeks of Work Ahead)</p> <p>HEALTHY RANGE</p> <p>$\text{Signed contract value} \div \text{avg weekly revenue}$</p> <p>12 - 24 wks</p> <p>Too low = sales pipeline starving; too high = capacity bottleneck.</p>	<p>6 Labor Productivity (\$/Hour)</p> <p>HEALTHY RANGE</p> <p>$\text{Job revenue} \div \text{field labor hours}$</p> <p>\$85 - \$140/hr</p> <p>The single fastest read on whether your crews are billable or burning.</p>
<p>3 Change Order % of Revenue</p> <p>HEALTHY RANGE</p> <p>$\text{Change order revenue} \div \text{total revenue}$</p> <p>5 - 15%</p> <p>Higher than 15% means scope is leaking through estimating; lower means money left on the table.</p>	<p>7 Bid-to-Win Ratio</p> <p>HEALTHY RANGE</p> <p>$\text{Jobs won} \div \text{jobs bid (by \\$)}$</p> <p>25 - 40%</p> <p>Below 25% = you're chasing wrong work; above 40% = you're underpricing.</p>
<p>4 WIP Slippage (Billings vs. Costs)</p> <p>HEALTHY RANGE</p> <p>$(\% \text{ billed} - \% \text{ complete}) \text{ per open job}$</p> <p>Within ±3%</p> <p>Negative slippage = unbilled work and cash drag; positive = over-billed and future write-downs.</p>	<p>8 Cash Conversion Cycle</p> <p>HEALTHY RANGE</p> <p>$\text{DSO} + \text{DIO} - \text{DPO (days)}$</p> <p>Under 30 days</p> <p>The number that decides whether growth funds itself or eats your line of credit.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

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