

WEEKLY KPI SCORECARD

# Electrical KPI Scorecard

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

THE 8 WEEKLY KPIS

<p><b>1 Project Gross Margin</b></p> <p><math>(\text{Project revenue} - \text{direct costs}) \div \text{revenue}</math></p> <p>HEALTHY RANGE: 22 – 32%</p> <p>Without this per-project, you can't tell which estimators are profitable.</p>	<p><b>5 Technician Utilization</b></p> <p><math>\text{Billable hrs} \div \text{available hrs}</math></p> <p>HEALTHY RANGE: Above 70%</p> <p>The fastest read on whether scheduling is keeping up with demand.</p>
<p><b>2 Material Markup %</b></p> <p><math>(\text{Material billed} - \text{material cost}) \div \text{material cost}</math></p> <p>HEALTHY RANGE: 30 – 40%</p> <p>A 5-point swing decides whether T&amp;M jobs are profitable or charity.</p>	<p><b>6 Change Order Capture Rate</b></p> <p><math>\text{Approved CO \\$} \div \text{identified CO opportunities}</math></p> <p>HEALTHY RANGE: Above 85%</p> <p>Below 85% you have a process problem, not a customer problem.</p>
<p><b>3 Permit Cycle Time</b></p> <p><math>\text{Avg days from job sold to permit approved}</math></p> <p>HEALTHY RANGE: Under 10 days</p> <p>Permit lag is the #1 killer of cash conversion in electrical.</p>	<p><b>7 AR Aging Over 60 Days</b></p> <p><math>\text{\\$ AR over 60} \div \text{total AR}</math></p> <p>HEALTHY RANGE: Under 8%</p> <p>Old receivables collect at 40 cents on the dollar — track weekly.</p>
<p><b>4 Service vs. New-Construction Mix</b></p> <p><math>\% \text{ revenue from each}</math></p> <p>HEALTHY RANGE: 40/60 to 60/40</p> <p>Service stabilizes cash; new construction grows backlog.</p>	<p><b>8 Backlog Coverage</b></p> <p><math>\text{Signed backlog} \div \text{avg monthly revenue}</math></p> <p>HEALTHY RANGE: 3 – 6 months</p> <p>Below 3 = sales engine starving; above 6 = capacity bottleneck.</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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